

# THE SLOGAN BOX

NEWSLETTER OF THE BNAPS MACHINE SLOGAN CANCEL STUDY GROUP

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Dear Fellow Member,

Once again, summer has slipped away. This brings on yet another annual BNAPEX Convention. For those of you attending, have an enjoyable adventure.

I thank those members who recently forwarded their 1994 dues. With the publishing costs so high, dues are very important. Dues for 1995 will be \$12.00 US. Please forward by 1 February, 95.

Until the next issue, I hope all is well.

Your Chairman,

Dan Huffman

## EDITOR'S MESSAGE

By the time this Issue reaches you, the BNAPS Convention will be fast approaching. Although not truly enamored with Vermont, which he has never visited and rather hoped to avoid, the Editor will be present.

The reason for my being there is that Rose Mary Nickle insists on it. This will be her first Convention since Sam died, and also the first Convention since my wife, Julia, died, so Rose Mary feels strongly that it is appropriate for me to escort her. It is very difficult to resist Rose Mary in any fashion, so I much hope to see there many members of our group willing to make the same sacrifices that I will be making.

There is one very important matter that will be brought up at our group meeting, and I hope that members planning to attend will be prepared to discuss it in detail. Cecil Coutts has indicated in a recent letter that he is giving serious thought to producing a new Slogan Cancel Catalogue, now that it seems very unlikely that Proulx will ever initiate another Edition. Cecil's work in correcting the last Proulx Catalogue certainly gives credence to the need for a new one, and certainly qualifies Cecil to undertake it. However, he raises some questions to which he is entitled to have answered by the membership. I quote in part from his letter.

*"There remains the question of who is going to publish this new catalogue. I am prepared to put it together and absorb all costs incurred therein. However, a good product could not be undertaken without the continued help of the study group.*

*Which brings us to the next point - are members prepared to continue to provide information to me to produce the catalogue. Or does a group of interested collectors produce a catalogue, sharing costs and co-authored."*

My own response was that I wholeheartedly endorsed the concept, but had no real preference as to how I would assist him. I would either share in the costs and the authorship, or work entirely under Cecil's directions, as he eventually decided was the most reasonable to ensure the type of work that Cecil has well demonstrated his ability to produce.

The Editor believes that this is a very interesting edition of the Newsletter, since its contents are exclusively to do with new areas, derived from a study of the massive Proulx material on hand. There are no revisions or up-dates of prior articles, but instead classifications of such previously unmentioned areas as Mail Early For Christmas and the related Education grouping.

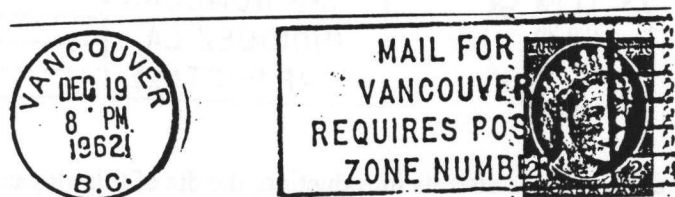
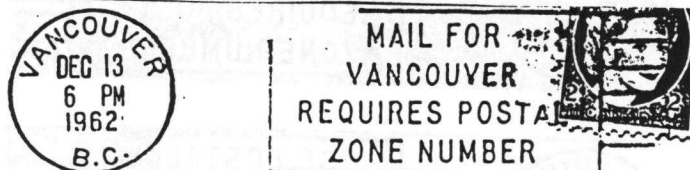
Creating classifications based wholly on material seen, without any proof book documentation, has been a new experience, and one that has proven much more lengthy and difficult than in the past. Also, the results are going to be rather more partial than work based on documentation, since even Proulx did not have totally complete usages of many of the major slogans that were initiated after the proof book period. A good deal of conjecture must be undertaken, and there is the constant problem of comparing the new classification with Proulx's catalogue listings. If he listed usage that is not included in his collection, just how much credence can be placed on his listings, especially in the light of Coutts' findings of Proulx errors.

Nevertheless, it has been enjoyable to undertake this Issue, and there still remains a great deal of potential work to be done. Proulx had huge amounts of "Why Wait for Spring", the various Christmas Seals slogans and the really enormous number of Cancer slogans that much dominated use in the 1960's and 1970's.

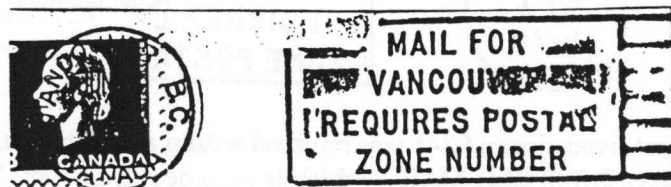
## VANCOUVER POSTAL ZONE SLOGANS

The very substantial Proulx holdings of VANCOUVER post-WW II use permits interesting studies of this office, whose multi-machine capacity could afford it to employ proprietary postal directives for long periods of continuous use. The first of these was slogan 5554, MAIL FOR VANCOUVER REQUIRES POSTAL ZONE NUMBER (later altered to read NUMBERS). Although multiple dies in this period were manufactured from a master die, and therefore are non-separable in their early stages of use, there is later clear evidence that two dies of this slogan were issued in 1961.

The earliest usage seen is Feb. 2, 1961, but an impression of Dec. 13, 1962 shows a clear break in the upper left corner of the slogan box, though an impression of Dec. 19, 1962 is unbroken. This confirms that there were two dies in use, as illustrated.



The break must have been considered not serious enough to warrant replacement, so the usage of two dies, one broken and one unbroken, continued until into 1967. The late recorded usages of these two dies in early 1967 shows both dies looking rather worn, as illustrated.



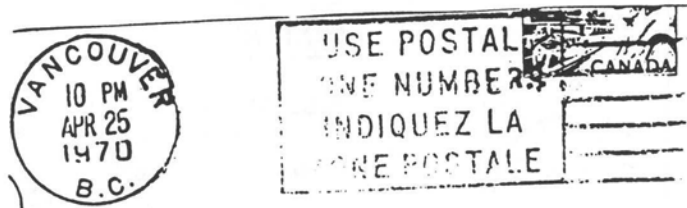
By a fortunate coincidence, two covers with this slogan are available, both dated July 7, 1967. That with a 12:30 P.M. time mark is the latest recorded use of the broken die and that with the 8:00 P.M. time mark the first recorded use of a replacement die, with the word NUMBER altered to NUMBERS. This suggests that the broken die was finally withdrawn, after over five years of use in its damaged state, at some time during the afternoon of July 7th. This usage is illustrated, and it can be noted that the break is of exactly the same dimension in its final use as in its first appearance, so it may have been the absence of further deterioration that permitted its long use in a damaged state.



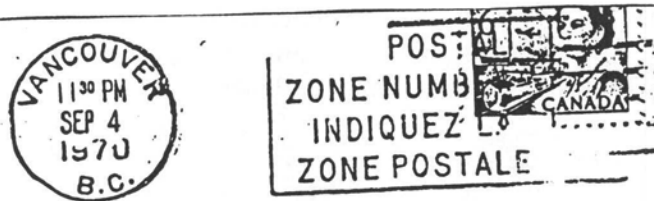
VANCOUVER POSTAL ZONE SLOGANS continued

Since the unbroken die is not recorded after July of 1967, and all later use to May 7, 1970 is from the NUMBERS replacement die, it suggests that the unbroken die was probably withdrawn without replacement in mid-1967 and only the replacement die was in use thereafter.

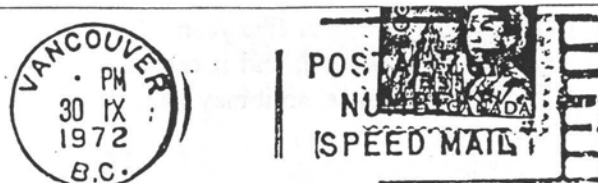
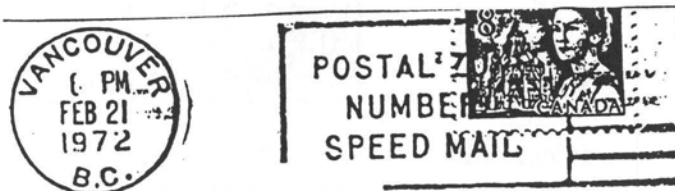
However, the latest use of slogan 5554 in May of 1970 was preceded by a new proprietary postal zone slogan, since the bilingual slogan 9841, USE POSTAL ZONE NUMBERS INDIQUEZ LA ZONE POSTALE, probably with only a single die, is recorded from Apr. 25, 1970, as illustrated.



Within only a few months after its introduction, the die of this slogan 9841 suffered a major break that obliterated the word USE by Sept. 4th, 1970, as illustrated. It is not recorded thereafter.



The very short lived slogan 9841 was replaced within a month of its last recorded use by slogan 7093, POSTAL ZONE NUMBERS SPEED MAIL, which is recorded from Oct. 29, 1970, but the continuous use of these postal zone dies again took its toll, since by Feb. 21, 1972 it developed a break in the lower left corner, and a few months later the upper left corner also broke by Sept. 30, 1972, as illustrated. It is somewhat odd that the 7093 replacement for the bilingual 9841 is in English only.



## EDUCATIONAL SLOGANS

Beginning in 1948, and continuing into the 1960's, there was a considerable group of related slogans referring to Education, and in particular to the observance of Education Week, which appears to have been established as the first full week in March of each year. The earlier slogans were all proprietary, with use from a single die at one office only, for one or more years.

These early proprietary slogans were the following.

- 6455 - OBSERVE EDUCATION WEEK - Use at VANCOUVER in 1948, 1950 and 1951.
- 2783 - EDUCATION WEEK (DATES) - Use at TORONTO in 1952, 1953, 1956 and 1957.
- 2750 - EDUCATION EVERYBODY'S BUSINESS - Use at HAMILTON in 1955, 1956, 1957 and 1959.
- 2753 - EDUCATION IS EVERYBODY'S BUSINESS - Use at KENORA confirmed in 1955, reported in 1957 and 1958.
- 2755 - EDUCATION IS WORTH THE EFFORT - Use at WINNIPEG in 1958 and 1959.
- 2797 - EDUCATION YOUR BUSINESS - Use at FORT WILLIAM confirmed in 1959, reported in 1958 and 1961.
- 2757 - EDUCATION KEY TO THE FUTURE - Use at PORT ARTHUR in 1960.
- 2758 - EDUCATION KEY TO THE FUTURE NOV. 6-12 - Use at LONDON in 1960.

The first multi-office use of education related slogans appears to have been sponsored by a British Columbia group, which initiated slogan 2760, EDUCATION SHAPES CANADA'S FUTURE at VANCOUVER in 1960, followed by use at VICTORIA and DAWSON CREEK in 1961 and DAWSON CREEK only in 1962. The concept of an Education Week observed in each year had first been postally advertised at VANCOUVER in 1948-51 and at TORONTO in 1952-57, and in 1961 probably the same B.C. group began sponsoring slogan 2777, EDUCATION WEEK FIRST WEEK IN MARCH.

The 1961 use of this slogan was at VANCOUVER only, replacing that office's use of 2760 in 1960. The 1962 usage was expanded to VANCOUVER, VICTORIA, NEW WESTMINSTER and, rather oddly, TORONTO was also included. In 1963 TORONTO use was dropped, but DAWSON CREEK and PRINCE GEORGE were added. In 1964 the VANCOUVER use was replaced by NELSON and from 1965 to 1968 the usage, still always at various B.C. offices, diminished until only NANAIMO used a die in 1968.

In 1960, a province of Quebec group initiated slogan 2788, EDUCATION WEEK (dates) SEMAINE DE L'EDUCATION at MONTREAL, LACHINE and CITE DE JACQUES CARTIER. Redated slogans were issued to the same three offices in 1961, and in 1967 one of these dies was reissued at MONTREAL, since the 1961 and 1967 dates were the same. In 1961 there was also issue of slogan 5300, L'EDUCATION GARANTIE L'AVENIR to MONTREAL and QUEBEC, so MONTREAL used two Education related slogans in that year.

Beginning in 1961, a national group appears to have evolved to undertake sponsorship of Education related slogans, largely in nine English speaking offices, but including MONTREAL and MONCTON. The slogan was 6460, reading OBSERVE EDUCATION WEEK MARCH 5-11 STAY IN SCHOOL. Since MONTREAL also used 2788 and 5300 in 1961, three of its multiple machines were dedicated to this Education postal advertising.

In 1962 an enlarged group of fourteen offices, excluding MONTREAL, used slogan 2779, EDUCATION WEEK MARCH 4-10 ACCENT ON EXCELLENCE.

Also in 1962, three bilingual dies of slogan 8134, SEMAINE DE L'EDUCATION MARCH 4-10 MARS EDUCATION WEEK were issued to MONTREAL, LACHINE and CITE DE JACQUES CARTIER, the same three province of Quebec offices that used 2788 in 1960-61, so it would appear the Quebec provincial sponsoring group had in 1962 become affiliated with the national group.

The same fourteen offices that had used 2779 in 1962 were issued dies of 2790 in 1963, reading EDUCATION WEEK MARCH 3-9 MEASURE OF A NATION, and an all-French version, slogan 8133 reading SEMAINE DE L'EDUCATION 3 AU 9 MARS was issued to MONTREAL and QUEBEC. A redated die of 8134 was issued to LACHINE.

It can be seen that the sponsors favored using a different theme phrase in 1961-63, but for some reason they retained the 1963 theme in 1964. This permitted them to reuse the 1963 dies, but instead of altering the dates, they were just removed, so the slogan reads EDUCATION WEEK MEASURE OF A NATION, without dates. Proulx designated this 1964 use as slogan 2792.

In the case of the Quebec usage, LACHINE was reissued one of the 8134 1962 dies, with the dates removed, which Proulx designates as slogan 8131, reading SEMAINE DE L'EDUCATION EDUCATION WEEK. MONTREAL used two different dies, one being slogan 2795, which was the 1961 slogan 2788 with dates removed to read EDUCATION WEEK SEMAINE DE L'EDUCATION. The second was one of three new dies of slogan 8130, reading SEMAINE DE L'EDUCATION, the other two dies being issued to CITE DE JACQUES CARTIER and QUEBEC.

In 1965 much of the major usage by English offices ceased, with only three Saskatchewan offices using a slogan of the normal prior type, EDUCATION WEEK over dates over a theme phrase. These were MOOSE JAW, REGINA and SASKATOON, using slogan 2785, reading EDUCATION WEEK MARCH 7-14 GATEWAY TO PROGRESS, the dates rather oddly indicating an eight-day span, rather than seven. In the case of the Quebec offices, MONTREAL was reissued slogan 8131, which it had used in 1964, while CITE DE JACQUES CARTIER and LACHINE both used dies of 2795.

In 1966 the three Saskatchewan offices were reissued the 1965 dies of 2785, with the event dates altered to MARCH 6-12, reverting to a seven-day span. In the case of the Quebec offices, CITE DE JACQUES CARTIER and LACHINE were reissued their 1965 dies of slogan 2795, and MONTREAL used the third available die of that slogan.

In 1967 the Saskatchewan offices ceased usage, but the Quebec offices continued it. CITE DE JACQUES CARTIER and LACHINE again used 7895, but MONTREAL reverted to a reissue of a 1961 die of slogan 2788, EDUCATION WEEK MARCH 6-12 SEMAINE DE L'EDUCATION, since the 1967 dates coincided with those of 1961. This suggests that one of the three dies of 7895, used by MONTREAL in 1966, was still available. Proulx lists it as having been used at DORION VAUDREUIL, which would be quite possible, although the impression has not been seen in his collection.

All English use appears to have ceased in 1968 with the exception of 2777 use at NANAIMO only, but use continued in Quebec. A completely new slogan 5305, L'EDUCATION SANS VOUS? EDUCATION WITHOUT YOU? was issued to LACHINE, and Proulx states also to MONTREAL, QUEBEC and SHERBROOKE, although none of these are present in his collection. MONTREAL has been seen using a new die of slogan 8133, SEMAINE DE L'EDUCATION DU 3 AU 9 MARS EDUCATION WEEK. This has the same dates as the 1963 use of 8133, but the wording added to and rearranged. Proulx designates this as 8133-A, and lists use of another die of this slogan at CITE DE JACQUES CARTIER, which is possible, but unseen. If Proulx's unseen reports are correct, all the normal Quebec using offices are accounted for.

Appendix A that follows lists all seen or reported use in three fashions, by office-by year-by slogan, by year-by office-by slogan, and by slogan-by office-by year. Together, this gives a very complete set of references to the usage of these many offices.

The twenty-four differently numbered slogans involved in this classification are all illustrated in the Appendix A section reading "By slogan-by office-by year". There is a total of thirty-five using offices, of which six are province of Quebec and the balance are English speaking. Usage extends from 1948 to 1968, excepting 1949 and 1954. In 1969 the P.O. began its new policy of requiring that all slogan use be bilingual, which appears to have resulted in the sponsors terminating use of Education related slogans.

Related Education slogans - Appendix A

By year - by office - by slogan

CALGARY	2779	1962	LACHINE	2788	1960	OTTAWA	6460	1961	VANCOUVER	6455	1948
CALGARY	2790	1963	LACHINE	2788	1961	OTTAWA	2779	1962	VANCOUVER	6455	1950
CALGARY	2792	1964	LACHINE	8134	1962	OTTAWA	2790	1963	VANCOUVER	6455	1951
			LACHINE	2788	1963	OTTAWA	2792	1964	VANCOUVER	2760	1960
CHAR'TOWN	6460	1961	LACHINE	8131	1964				VANCOUVER	2777	1961
			LACHINE	2795	1965	PR GEORGE	2777	1963	VANCOUVER	2779	1962
CITE DE J.C.	2788	1960	LACHINE	2795	1966	PR GEORGE	2777	1964	VANCOUVER	2777	1962
CITE DE J.C.	2788	1961	LACHINE	2795	1967	PR GEORGE	2777	1966	VANCOUVER	2777	1963
CITE DE J.C.	8134	1962	LACHINE	5305	1968	PR GEORGE	2777	1967	VANCOUVER	2790	1963
CITE DE J.C.	8130	1964							VANCOUVER	2792	1964
CITE DE J.C.	2795	1965	LONDON	2758	1960	PT. ARTHUR	2757	1960	VANCOUVER	2777	1965
CITE DE J.C.	2795	1966									
CITE DE J.C.	2795	1967	MONCTON	6460	1961	QUEBEC	5300	1961	VICTORIA	2760	1961
CITE DE J.C.	8133	1968	MONCTON	2779	1962	QUEBEC	5300	1962	VICTORIA	2777	1962
			MONCTON	2790	1963	QUEBEC	8133	1963	VICTORIA	2777	1963
DAWSON CR.	2760	1961	MONCTON	2792	1964	QUEBEC	8130	1964	VICTORIA	2777	1964
DAWSON CR.	2760	1962				QUEBEC	5305	1968	VICTORIA	2777	1965
DAWSON CR.	2777	1963	MONTREAL	2788	1960						
DAWSON CR.	2777	1964	MONTREAL	5300	1961	REGINA	6460	1961	WELLAND	2779	1962
			MONTREAL	6460	1961	REGINA	2785	1965	WELLAND	2790	1963
DORION VAUD.	2795	1967	MONTREAL	2788	1961	REGINA	2785	1966	WELLAND	2792	1964
			MONTREAL	5300	1962						
EDMONTON	6460	1961	MONTREAL	8134	1962	ST. JOHN	2779	1962	WINNIPEG	2755	1958
EDMONTON	2779	1962	MONTREAL	8133	1963	ST. JOHN	2790	1963	WINNIPEG	2755	1959
EDMONTON	2790	1963	MONTREAL	8130	1964	ST. JOHN	2792	1964	WINNIPEG	6460	1961
EDMONTON	2792	1964	MONTREAL	2795	1964				WINNIPEG	2779	1962
			MONTREAL	8131	1965	ST. JOHN'S	6460	1961	WINNIPEG	2790	1963
FREDERICTON	6460	1961	MONTREAL	2795	1966	ST. JOHN'S	2779	1962	WINNIPEG	2792	1964
FREDERICTON	2779	1962	MONTREAL	2788	1967	ST. JOHN'S	2790	1963			
FREDERICTON	2790	1963	MONTREAL	8133-A	1968	ST. JOHN'S	2792	1964	YORKTON	6460	1961
FREDERICTON	2792	1964	MONTREAL	5305	1968				YORKTON	2779	1962
						SASKATOON	2785	1965	YORKTON	2790	1963
FT. WILLIAM	2797	1958	MOOSE JAW	2785	1965	SASKATOON	2785	1966	YORKTON	2792	1964
FT. WILLIAM	2797	1959	MOOSE JAW	2785	1966						
FT. WILLIAM	2797	1961				SHERBROOKE	5305	1968			
			NANAIMO	2777	1967						
HALIFAX	6460	1961	NANAIMO	2777	1968	TORONTO	2783	1952			
HALIFAX	2779	1962				TORONTO	2783	1953			
HALIFAX	2790	1963	NELSON	2777	1964	TORONTO	2783	1956			
HALIFAX	2792	1964	NELSON	2777	1965	TORONTO	2783	1957			
			NELSON	2777	1966	TORONTO	2779	1962			
HAMILTON	2750	1955	NELSON	2777	1967	TORONTO	2777	1962			
HAMILTON	2750	1956				TORONTO	2790	1963			
HAMILTON	2750	1957	NEW WEST	2777	1962	TORONTO	2792	1964			
HAMILTON	2750	1959	NEW WEST	2777	1963						
			NEW WEST	2777	1964						
KENORA	2753	1955	NEW WEST.	2777	1965						
KENORA	2753	1957									
KENORA	2753	1958	NIAGARA	2779	1962						
			NIAGARA	2790	1963						
			NIAGARA	2792	1964						

Related Education slogans - Appendix A

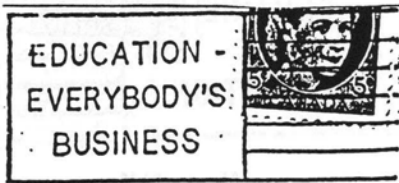
By year - by office - by slogan

VANCOUVER	6455	1948	CALGARY	2779	1962	CALGARY	2790	1963	CITE DE J.C.	2795	1965
VANCOUVER	6455	1950	CITE DE J.C.	8134	1962	DAWSON CR.	2777	1963	LACHINE	2795	1965
VANCOUVER	6455	1951	DAWSON CR.	2760	1962	EDMONTON	2790	1963	MONTREAL	8131	1965
TORONTO	2783	1952	EDMONTON	2779	1962	FREDERICTON	2790	1963	MOOSE JAW	2785	1965
TORONTO	2783	1953	FREDERICTON	2779	1962	HALIFAX	2790	1963	NELSON	2777	1965
HAMILTON	2750	1955	HALIFAX	2779	1962	LACHINE	2788	1963	NEW WEST.	2777	1965
KENORA	2753	1955	LACHINE	8134	1962	MONCTON	2790	1963	REGINA	2785	1965
HAMILTON	2750	1956	MONCTON	2779	1962	MONTREAL	8133	1963	SASKATOON	2785	1965
TORONTO	2783	1956	MONTREAL	5300	1962	NEW WEST	2777	1963	VANCOUVER	2777	1965
HAMILTON	2750	1957	MONTREAL	8134	1962	NIAGARA	2790	1963	VICTORIA	2777	1965
KENORA ?	2753	1957	NEW WEST	2777	1962	OTTAWA	2790	1963			
TORONTO	2783	1957	NIAGARA	2779	1962	PR GEORGE	2777	1963	CITE DE J.C.	2795	1966
FT. WILL.?	2797	1958	OTTAWA	2779	1962	QUEBEC	8133	1963	LACHINE	2795	1966
KENORA ?	2753	1958	QUEBEC	5300	1962	ST. JOHN	2790	1963	MOOSE JAW	2785	1966
WINNIPEG	2755	1958	ST. JOHN	2779	1962	ST. JOHN'S	2790	1963	MONTREAL	2795	1966
FT. WILL.	2797	1959	ST. JOHN'S	2779	1962	TORONTO	2790	1963	NELSON	2777	1966
HAMILTON	2750	1959	TORONTO	2777	1962	VANCOUVER	2790	1963	PR GEORGE	2777	1966
WINNIPEG	2755	1959	TORONTO	2779	1962	VANCOUVER	2777	1963	REGINA	2785	1966
CITE DE J.C.	2788	1960	VANCOUVER	2777	1962	VICTORIA	2777	1963	SASKATOON	2785	1966
LACHINE	2788	1960	VANCOUVER	2779	1962	WELLAND	2790	1963			
LONDON	2758	1960	VICTORIA	2777	1962	WINNIPEG	2790	1963	CITE DE J.C.	2795	1967
MONTREAL	2788	1960	WELLAND	2779	1962	YORKTON	2790	1963	DORION VAUD.	2795	1967
PT. ARTHUR	2757	1960	YORKTON	2779	1962				LACHINE	2795	1967
VANCOUVER	2760	1960				CALGARY	2792	1964	MONTREAL	2788	1967
CHAR'TOWN	6460	1961				CITE DE J.C.	8130	1964	NANAIMO	2777	1967
						DAWSON CR.	2777	1964	NELSON	2777	1967
						EDMONTON	2792	1964	PR GEORGE	2777	1967
						FREDERICTON	2792	1964			
						HALIFAX	2792	1964	CITE DE J.C.	8133	1968
						LACHINE	8131	1964	LACHINE	5305	1968
						MONCTON	2792	1964	MONTREAL	8133-A	1968
						MONTREAL	2795	1964	MONTREAL	5305	1968
						MONTREAL	8130	1964	NANAIMO	2777	1968
						NELSON	2777	1964	QUEBEC	5305	1968
						NEW WEST	2777	1964	SHERBROOKE	5305	1968
						NIAGARA	2792	1964			



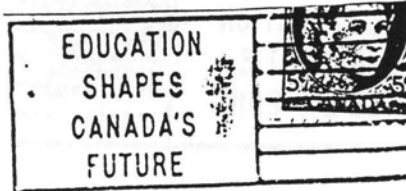
Related Education slogans - Appendix A

By slogan - by office - by year



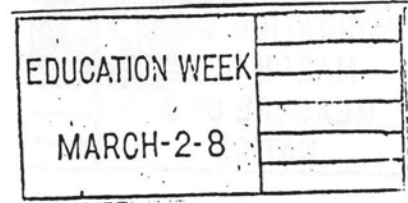
Slogan 2750

HAMILTON	1955	HAMILTON	1957
HAMILTON	1956	HAMILTON	1959



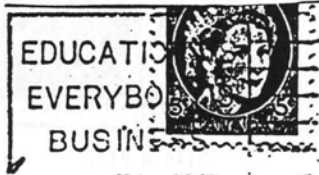
Slogan 2760

DAWSON CR.	1961	VANCOUVER	1960
DAWSON CR.	1962	VICTORIA	1961



Slogan 2783

TORONTO	1952	TORONTO	1956
TORONTO	1953	TORONTO	1957



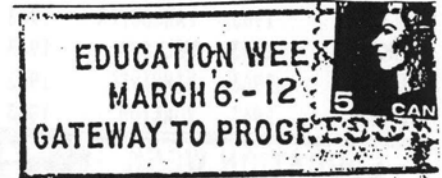
Slogan 2753

KENORA	1955	KENORA	1958
KENORA	1957		



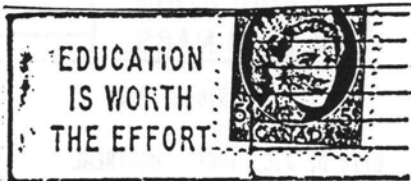
Slogan 2777

DAWSON CR.	1963	PR GEORGE	1964
DAWSON CR.	1964	PR GEORGE	1966
NANAIMO	1967	PR GEORGE	1967
NANAIMO	1968	TORONTO	1962
NELSON	1964	VANCOUVER	1961
NELSON	1965	VANCOUVER	1962
NELSON	1966	VANCOUVER	1963
NELSON	1967	VANCOUVER	1965
NEW WEST	1962	VICTORIA	1962
NEW WEST	1963	VICTORIA	1963
NEW WEST	1964	VICTORIA	1964
NEW WEST.	1965	VICTORIA	1965
PR GEORGE	1963		



Slogan 2785

MOOSE JAW	1965	REGINA	1966
MOOSE JAW	1966	SASKATOON	1965
REGINA	1965	SASKATOON	1966



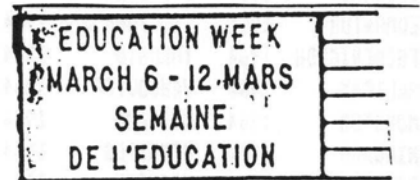
Slogan 2755

WINNIPEG	1958	WINNIPEG	1959
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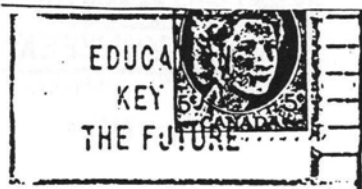
Slogan 2779

CALGARY	1962	ST. JOHN	1962
EDMONTON	1962	ST. JOHN'S	1962
FREDERICTON	1962	TORONTO	1962
HALIFAX	1962	VANCOUVER	1962
MONCTON	1962	WELLAND	1962
NIAGARA	1962	WINNIPEG	1962
OTTAWA	1962	YORKTON	1962



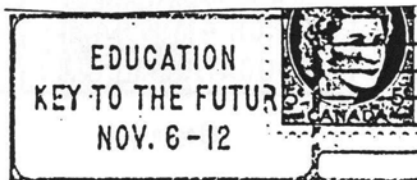
Slogan 2788

CITE DE J.C.	1960	LACHINE	1963
CITE DE J.C.	1961	MONTREAL	1960
LACHINE	1960	MONTREAL	1961
LACHINE	1961	MONTREAL	1967



Slogan 2757

PT. ARTHUR	1960
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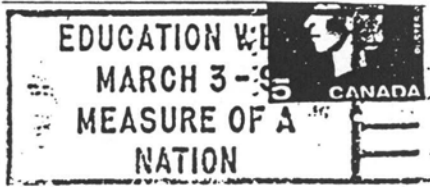


Slogan 2758

LONDON	1960
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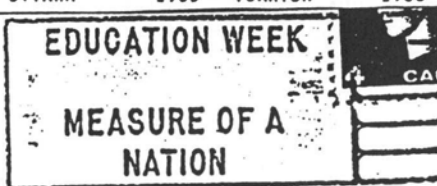
Related Education slogans - Appendix A

By slogan - by office - by year



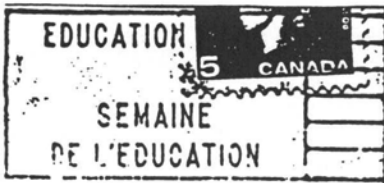
Slogan 2790

CALGARY	1963	ST. JOHN	1963
EDMONTON	1963	ST. JOHN'S	1963
FREDERICTON	1963	TORONTO	1963
HALIFAX	1963	VANCOUVER	1963
MONCTON	1963	WELLAND	1963
NIAGARA	1963	WINNIPEG	1963
OTTAWA	1963	YORKTON	1963



Slogan 2792

CALGARY	1964	ST. JOHN	1964
EDMONTON	1964	ST. JOHN'S	1964
FREDERICTON	1964	TORONTO	1964
HALIFAX	1964	VANCOUVER	1964
MONCTON	1964	WELLAND	1964
NIAGARA	1964	WINNIPEG	1964
OTTAWA	1964	YORKTON	1964



Slogan 2795

CITE DE J.C.	1965	LACHINE	1966
CITE DE J.C.	1966	LACHINE	1967
CITE DE J.C.	1967	MONTREAL	1964
DORION-VAUD.	1967	MONTREAL	1966
LACHINE	1965		



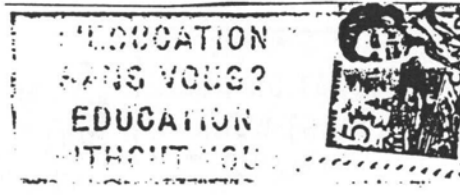
Slogan 2797

FT. WILLIAM	1958	FT. WILLIAM	1961
FT. WILLIAM	1959		



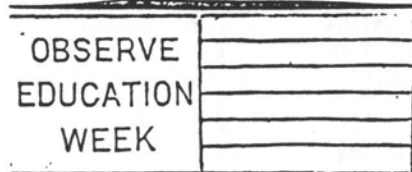
Slogan 5300

MONTREAL	1961	QUEBEC	1961
MONTREAL	1962	QUEBEC	1962



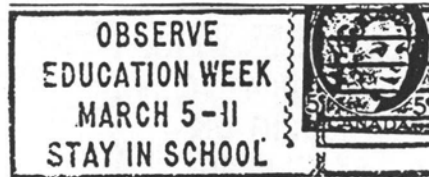
Slogan 5305

LACHINE	1968	QUEBEC	1968
MONTREAL	1968	SHERBROOKE	1968



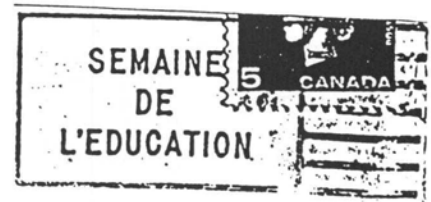
Slogan 6455

VANCOUVER	1948	VANCOUVER	1951
VANCOUVER	1950		



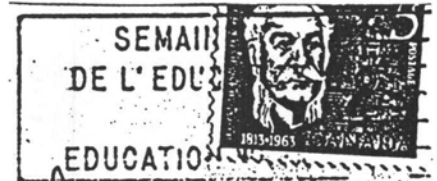
Slogan 6460

CHAR'TOWN	1961	OTTAWA	1961
EDMONTON	1961	REGINA	1961
FREDERICTON	1961	ST. JOHN'S	1961
HALIFAX	1961	WINNIPEG	1961
MONCTON	1961	YORKTON	1961
MONTREAL	1961		



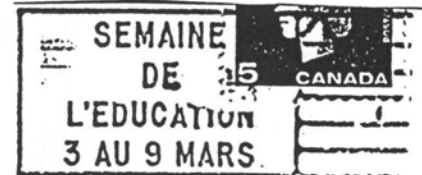
Slogan 8130

CITE DE J.C.	1964	QUEBEC	1964
MONTREAL	1964		



Slogan 8131

LACHINE	1964	MONTREAL	1965
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Slogan 8133

CITE DE J.C.	1968	MONTREAL	1968
MONTREAL	1963	QUEBEC	1963



Slogan 8133-A

MONTREAL	1968		
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Slogan 8134

CITE DE J.C.	1962	MONTREAL	1962
LACHINE	1962		

ACHETONS DES PRODUITS CANADIENS BUY CANADIAN

Slogans 845 and 38

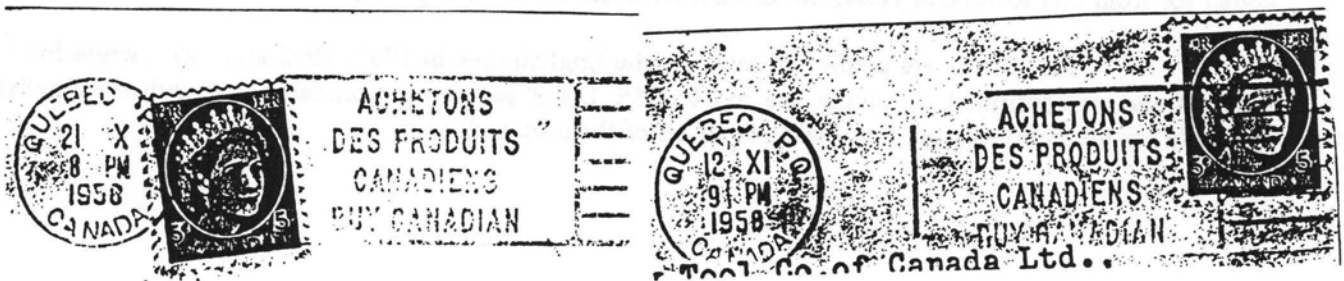
These two related slogans are not of any real importance, but there is enough doubt about their Proulx catalogue listing to warrant some comment.

Proulx lists slogan 845 as used by six offices in 1958-59, the offices being EDMONTON, HALIFAX, REGINA, TORONTO, VANCOUVER and WINNIPEG. This usage can be confirmed as seen, but it does seem like rather a small distribution for a government sponsored slogan, and one would have expected it also to have been used at OTTAWA, ST. JOHN, CHARLOTTETOWN and ST. JOHN'S, but there is no indication of use at these additional offices.

However, the very reliable Robert Thorne inventory lists SAULT usage in 1958, and while it may be a complete error, it is unlike Bob to make so severe a mistake. He will no doubt recheck it and inform the Editor.

In the case of the bilingual version, slogan 38, the situation is somewhat more complex. Proulx lists MONTREAL use in 1957-59 and QUEBEC use in 1958 only. The concept that a bilingual should have been introduced in 1957, a year before the introduction of the English version in 1958, appears as almost impossible and certainly extremely doubtful. Nor does the Proulx material that has been seen include such a usage.

The Proulx material includes QUEBEC 1958 use only, but CPSGB reports 1959 use also, and it would be surprising if it did not exist. However, the QUEBEC 1958 die broke rather badly in the upper left corner between October 22 and November 12, as illustrated below. This might normally account for 1959 use at MONTREAL only, if the broken die was considered unserviceable. However, the only MONTREAL 1959 usage seen shows as from a die with a broken upper left corner and further deterioration in the lower right. If, as the appearance suggests, MONTREAL used the broken 1958 QUEBEC die in 1959, then the unbroken MONTREAL 1958 die would have been available for QUEBEC 1959 use.



## SLOGAN 2210

This slogan, and its bilingual equivalent, slogan 2224, was issued in 1951, with annual usage continuing through 1957. There is no documentation in regard to its sponsorship, but presumably it was initiated by some governmental agency.

The original issue was of ten English dies, three Perfect and seven Pitney-Bowes, and one Perfect bilingual die of slogan 2224. They are documented in the Proof Book, as is their random re-issue in 1952, but until the Proulx material became available, little of the 1953-57 usage was classifiable. It is now possible to provide a reasonably complete listing, which together with reliable reports from CPSGB and Robert Thorne's inventory, must closely approximate the full actual usage.

Since the issue was annual in each early spring, actual usage dates are unimportant and normally only the year of use is given. Issue was usually in late March or early April, with use extending for about two or three weeks into late April. However, in 1957 at least two dies appear to have been re-issued a second time later in that year, as noted in the appendices.

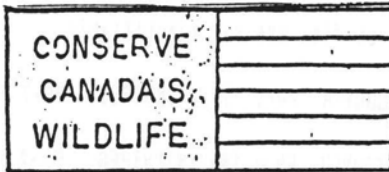
One PB die appears to have been damaged in 1954, since it is not recorded thereafter, but a replacement die is recorded in 1955-57. By 1956 all Perfect machines had been withdrawn from the group of major offices using the slogan, so three new PB dies were required to replace the three Perfects originally in use. These three dies were manufactured from a master die, so they cannot be separated, and are referenced in the appendices as MD (Master Die). They are easily recognized, since the three line wording is flush left, rather than centered as were the original dies. The single Perfect bilingual die was also replaced by a new PB die in a distinctly different format from the original P die.

The total usage, based on material documented, seen or reliably reported, suggests that nine offices, EDMONTON, HALIFAX, OTTAWA, REGINA, ST. JOHN, ST. JOHN'S, TORONTO VANCOUVER and WINNIPEG used the English slogan in all years from 1951 to 1957 and that MONTREAL used the bilingual slogan in all of the same period. Additionally, CHARLOTTETOWN, FREDERICTON and WINDSOR were added for from one to several years, but did not have use for the complete period.

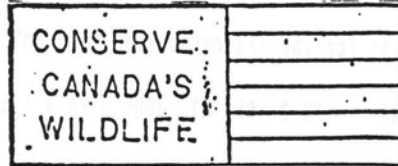
Ten offices are confirmed as using the English dies in 1951, 1952 and 1957, while from six to nine offices are confirmed as having use in 1953-55, but it seems very probable that with ten English dies available for the entire period, there was use of all of them in each year.

Slogan 2210 - CONSERVE CANADA'S WILDLIFE - Appendix A

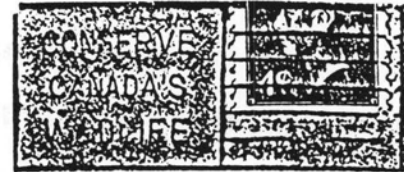
P die 1



P die 2



P die 3



CHAR'TOWN 1951  
ST. JOHN 1952

FRED'TON 1954

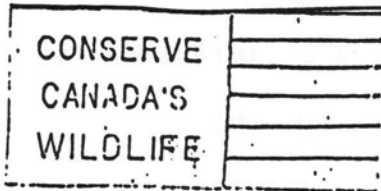
HALIFAX 1951  
HALIFAX 1952  
ST. JOHN 1953

HALIFAX 1954  
ST. JOHN 1955

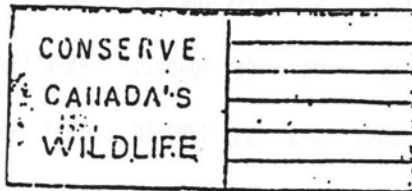
ST. JOHN 1951

ST. JOHN 1954

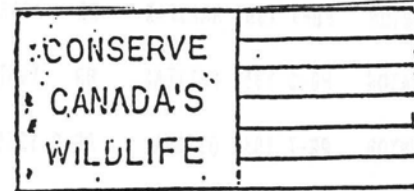
PB die 1



PB die 2



PB die 3



EDMONTON 1951  
REGINA 1952  
TORONTO 1953  
VANCOUVER 1954

CHAR'TOWN 1956  
EDMONTON 1957  
Early use  
CHAR'TOWN 1957  
Late use

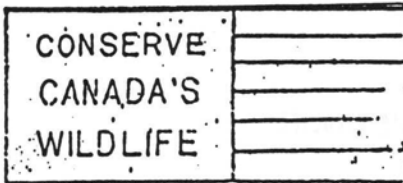
OTTAWA 1951  
WINNIPEG 1952  
VANCOUVER 1953

VANCOUVER 1955  
TORONTO 1956

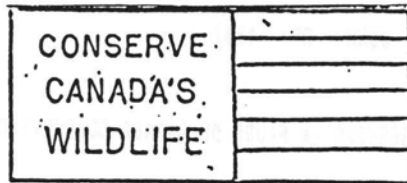
REGINA 1951  
EDMONTON 1952  
REGINA 1953

REGINA 1954  
EDMONTON 1955  
ST. JOHN'S 1957

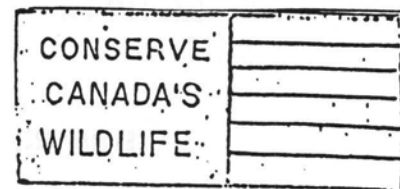
PB die 4



PB die 5



PB die 6



ST. JOHN'S 1951  
VANCOUVER 1952  
WINNIPEG 1953

REGINA 1955  
REGINA 1957

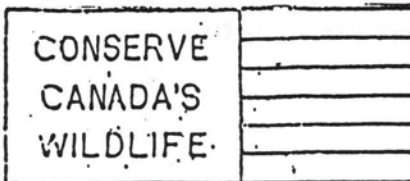
TORONTO 1951  
OTTAWA 1952

ST. JOHN'S 1954  
WINNIPEG 1956

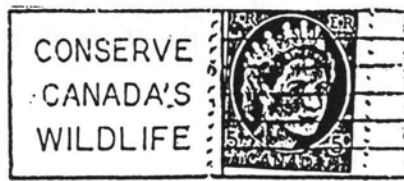
VANCOUVER 1951  
TORONTO 1952

TORONTO 1954  
Replaced by PB-8

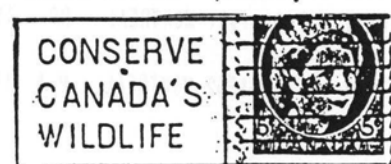
PB die 7



PB die 8



Master die use - probably 3 dies



WINNIPEG 1951  
ST. JOHN'S 1952  
EDMONTON 1953

WINNIPEG 1954  
TORONTO 1955  
WINDSOR 1956

WINNIPEG 1955  
VANCOUVER 1956

WINNIPEG 1957

EDMONTON 1956  
REGINA 1956  
TORONTO 1957

VANCOUVER 1957  
WINDSOR 1957  
OTTAWA 1957  
Late 1957 use

Slogan 2210 - CONSERVE CANADA'S WILDLIFE - Appendix B

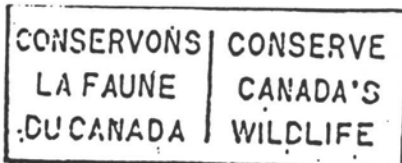
MD indicates 1956-57 use of one of probably three replacements dies manufactured from a master die, so non-separable.

RR indicates reliably reported use for the indicated year, but not seen, so dies are non-identifiable.

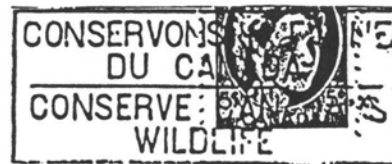
CHAR'TOWN	P-1	1951	FRED'TON	P-1	1954	REGINA	PB-3	1951	ST. JOHN'S	PB-4	1951	VANCOUVER	PB-6	1951	WINNIPEG	PB-7	1951
CHAR'TOWN	RR	1952	HALIFAX	P-2	1951	REGINA	PB-1	1952	ST. JOHN'S	PB-7	1952	VANCOUVER	PB-4	1952	WINNIPEG	PB-2	1952
CHAR'TOWN	PB-1	1956	HALIFAX	P-2	1952	REGINA	PB-3	1953	ST. JOHN'S	PB-5	1954	VANCOUVER	PB-2	1953	WINNIPEG	PB-4	1953
CHAR'TOWN	PB-1	1957	HALIFAX	RR	1953	REGINA	PB-3	1954	ST. JOHN'S	RR	1956	VANCOUVER	PB-1	1954	WINNIPEG	PB-7	1954
			HALIFAX	P-2	1954	REGINA	PB-4	1955	ST. JOHN'S	PB-3	1957	VANCOUVER	PB-2	1955	WINNIPEG	PB-8	1955
EDMONTON	PB-1	1951	HALIFAX	RR	1955	REGINA	MD	1956	TORONTO	PB-5	1951	VANCOUVER	PB-8	1956	WINNIPEG	PB-5	1956
EDMONTON	PB-3	1952	HALIFAX	RR	1957	REGINA	PB-4	1957	TORONTO	PB-6	1952	VANCOUVER	MD	1957	WINNIPEG	PB-8	1957
EDMONTON	PB-7	1953	OTTAWA	PB-2	1951	ST. JOHN	P-3	1951	TORONTO	PB-1	1953	WINDSOR	RR	1955			
EDMONTON	PB-3	1955	OTTAWA	PB-5	1952	ST. JOHN	P-1	1952	TORONTO	PB-6	1954	WINDSOR	PB-7	1956			
EDMONTON	MD	1956	OTTAWA	RR	1953	ST. JOHN	P-2	1953	TORONTO	PB-7	1955	WINDSOR	MD	1957			
EDMONTON	PB-1	1957	OTTAWA	RR	1955	ST. JOHN	P-3	1954	TORONTO	PB-2	1956						
			OTTAWA	RR	1956	ST. JOHN	P-2	1955	TORONTO	MD	1957						
			OTTAWA	MD	1957	ST. JOHN	RR	1956									
			Late 1957 use			ST. JOHN	RR	1957									

Slogan 2224 - CONSERVONS LA FAUNE DU CANADA CONSERVE CANADA'S WILDLIFE

P die 1



PB die 1



MONTREAL	P-1	1951	MONTREAL	RR	1953	MONTREAL	PB-1	MONTREAL	certainly switched from P to PB by 1957, but unseen 1955-56 use may have been from either die
MONTREAL	P-1	1952	MONTREAL	P-1	1954				

ALWAYS PLACE YOUR RETURN ADDRESS ON ALL YOUR MAIL

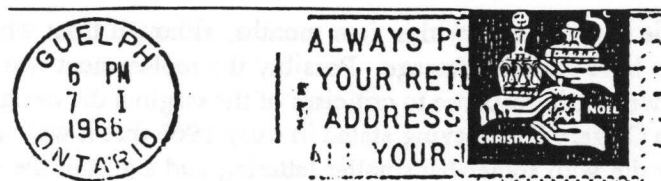
SLOGANS 185 AND 187

These two related slogans are really only of interest in that they have some relationship to the major Postal Directive slogan 6995, PLACE RETURN ADDRESS ON ALL MAIL, which had preceded them in 1923-50. Slogan 187 was introduced in 1961 at only five offices, and generally had use to 1969, when it was probably withdrawn because of the 1970 decision to make all slogans bilingual.

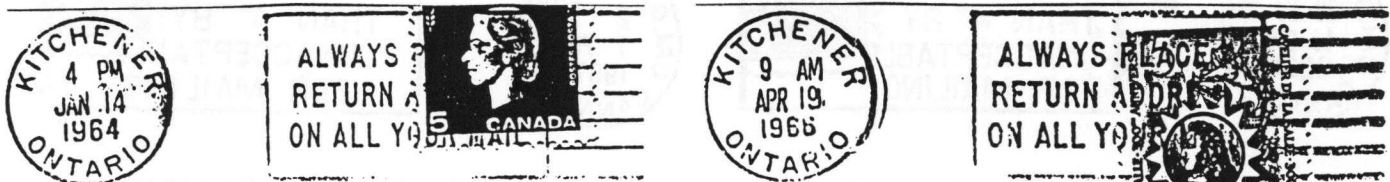
Considerable material has been seen, which suggests that the slogan was in no way seasonal, since use has been seen throughout any given year. This implies that five non-separable dies were issued to GUELPH, KITCHENER, MOOSE JAW, NEW WESTMINSTER and PORT ARTHUR in 1961 and each retained thereafter, rather than ever returned and randomly re-issued. While the occasional year's use is missing, it appears very probable that there was usage in each year from 1961 to 1969 from MOOSE JAW, NEW WESTMINSTER and PORT ARTHUR, but the usage at GUELPH and KITCHENER differs.

In the case of GUELPH, the die has been seen badly damaged in early 1966, and not recorded thereafter, so it was probably withdrawn and not replaced. In the case of KITCHENER, only 1961 use has been seen, but 1962 use probably exists. However, in late 1962 or early 1963 it would appear that the slogan 187 die became unserviceable, and was replaced by a die of slogan 185, much the same as 187, but omitting the word YOUR. This has been recorded in 1963-64 and 1966, with 1965 use probable, but the die appears as much more worn in 1966 than previously, so it in turn probably became unserviceable. It was replaced in 1967 by a new die of slogan 187, used to 1969, but separable from the other dies of 187, indicating that the original master die was no longer available, so this replacement was hand engraved.

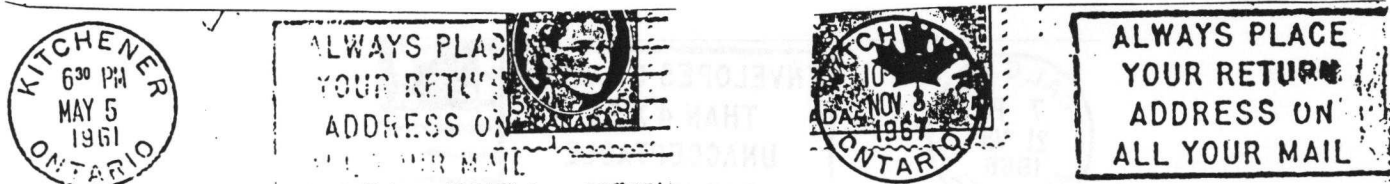
Various illustrations follow to demonstrate the major points made above.



The damaged 1966 state of the GUELPH die of 187



The worn appearance of the KITCHENER 185 die compared to earlier use



The slight difference between the 1961 KITCHENER die of 185 and the replacement of 1967

SLOGANS 3025 AND 6055

Slogan 3025 and its French version, slogan 6055, were classified in Issue 11, but that was some time ago and enough new material has now been seen to warrant a revision. These slogans are somewhat unique in having been issued by the Post Office for the purpose of as generous use as possible between the uses of other specifically authorized dies. The intent was to avoid the waste of advertising potential occasioned by use of wavy line cancelers at major offices between designated usages of sponsored or Postal Directive slogans.

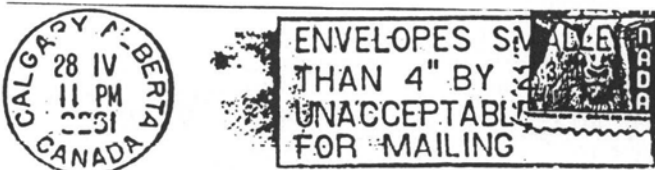
In March of 1956 sixteen English and two French dies were issued to the seventeen most major offices as listed below, MONTREAL using both an English and a French die. The message reflected a new Post Office policy of February 1st, 1956, limiting the size of envelopes permitted in the mails. Since this policy was rather novel, it was considered important to make it widely known to the public.

It can be noted that the original dies had the wording in four flush-left lines extending across the length of the die, without a grid., and the Superintendent of Public Relations criticized this design as unattractive, so all subsequent replacement dies had the four lines centered.

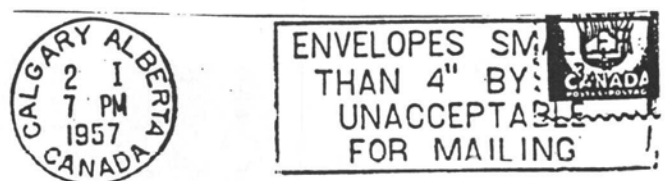
Considerable use has been recorded for many offices, in several cases until early in 1963, when Ottawa noted that the slogan 3025 die used by one unnamed office made an impression in which the fraction "3/4" was very faint, and in some instances non-existent. Since this left the impression that 4" by 2" was the minimum size, the post masters of the eight English offices still using the slogan at that time were asked to check their impressions from the die, and if unsatisfactory, return the die and cease using the slogan. Six of the eight terminated use at that time, as indicated in the following office by office listing, the only exceptions being CALGARY and ST. JOHN'S.

Many offices used their dies with such frequency that they suffered early damage, in some cases requiring replacement, although in others the damaged dies continued to be used for some time.

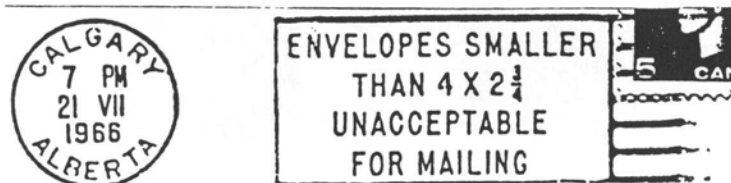
CALGARY - The original die was replaced within four months, although from what little has been seen of its brief use, it did not appear to have suffered damage. Possibly the replacement was merely a gesture by the die manufacturer, Pritchard & Andrews, in response to criticism of the original die design. This replacement die had consistent use until 1966, the Calgary P.M. having stated in early 1963 that it was still quite satisfactory. It was eventually replaced by a new die with somewhat smaller lettering and a grid at the right, recorded to January of 1968, the latest use of the slogan by several years.



Original flush-left die with limited 1956 use



1st replacement die with centered lines 1956-66



2nd replacement die - 1966-68



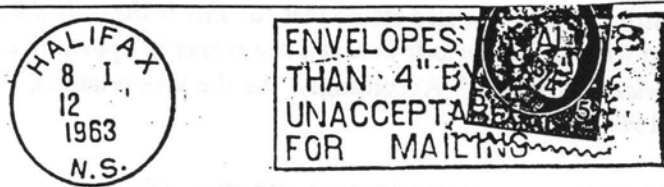
EDMONTON - The die showed some damage by October of 1956, but was retained until May of 1957, when it became quite unserviceable and was returned to Ottawa. Prior to issuing a replacement, the Edmonton P.M. was asked if the quantity of undersized envelopes warranted the operation of a new die. The response was negative, so EDMONTON ceased use of the slogan at that time.



Undamaged state - March-July 1956

Damaged state - Oct. 1956-May 1957

HALIFAX - This was one of the six offices that responded to the early 1963 inquiry by returning its die, although an impression of January 8, 1963 shows the "3/4" fraction quite clearly.



Late undamaged use - Jan. 8, 1963

HAMILTON - The die showed two broken corners as early as a month after issue, but was retained in that state until at least February of 1958, then presumably was returned without replacement.



Undamaged state - Mar. 1956-Apr. 6 1956

Damaged state - Apr. 9 1956- 1958

LONDON - This was one of the six offices that responded to the early 1963 inquiry by returning its die at that time.

MONTREAL - Although it used one of the slogan 6055 French dies, this office also was issued an English die, which has been recorded until May of 1957, but was then returned as unusable and no replacement was considered necessary.

NORTH BAY - The die is recorded until June of 1962 in a satisfactory state, but this office was not included in the January 1963 inquiry, so it must have returned its die without requesting replacement in late 1962.

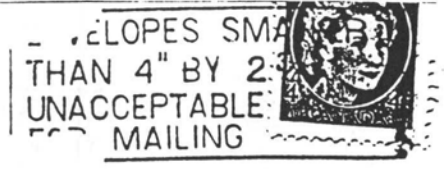
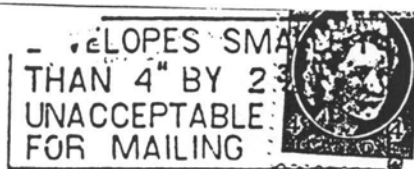
OTTAWA - The die showed slight damage as early as January of 1957, but was retained until at least May of 1958, when the damage became severe and it was probably returned without request for replacement.



Single damage state - Jan. 1957

Multiple damage state - May 1957-May 1958

REGINA - The die showed slight damage by June of 1962, and considerable damage by the time it was returned in response to the early 1963 inquiry.

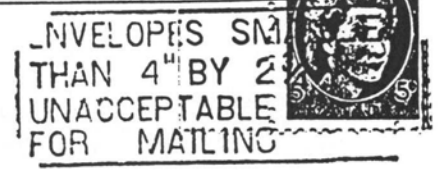


Single damage state - June 1962

Multiple damage state - June 1962-Jan.1963

ST. JOHN - The die is recorded undamaged to September of 1962, but was returned in response to the early 1963 inquiry.

ST. JOHN'S - The die showed slight damage by early June of 1959 and more severely by late June of that year, but was retained until the early 1963 inquiry. The P.M. responded to it by stating that, although the frame was damaged, the wording was still distinct. He also stated that *"as this is the only die slug which conveys a message of public interest we have to use during periods between the issues of specially authorized dies, we propose to hold this item unless otherwise instructed."* Accordingly, the die was retained, even in its very damaged state, until at least November of 1963.



1st damage state - June 1959

2nd damage state - June 1959



3rd damage state - Sep.1960-Nov.1963

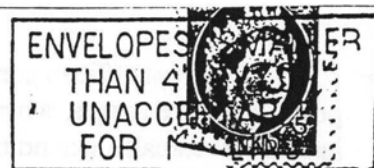
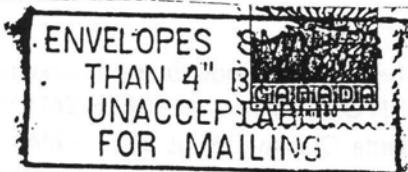
SASKATOON - This was one of the six offices that responded to the early 1963 inquiry by returning its die at that time.

TORONTO - The "2" of the original die was intact on May 25, 1956, but does not show on the following day, June 26, 1956. A replacement die with centered lettering is recorded June 1st, 1956, but it is documented as having been returned as of March 5, 1957 and a second replacement die issued. This is very similar to the first replacement die and almost non-separable, but any usage after March 5, 1957 must be from the second replacement die. This die was unserviceable very soon thereafter and returned in October of 1957, but on being asked if the quantity of undersized envelopes warranted the operation of a new die, the response was negative, so TORONTO ceased use of the slogan at that time.



Original die - "2" broken between June 25-26 1956

TORONTO use continued



1st replacement die - June 1956-Mar.1957

2nd replacement die - Apr.1957-Oct.1957

VANCOUVER - This was one of the six offices that responded to the early 1963 inquiry by returning its die at that time.



Damaged latest 1963 use

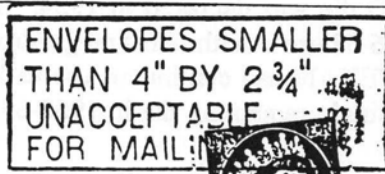
WINDSOR - At the time of the Issue 11 article, neither Jeff Switt nor the Editor had seen WINDSOR use, and rather remarkably none was included in the massive Proulx material. However, issue of a die to WINDSOR is clearly documented, but its use must have been very brief.

WINNIPEG - The original die is not recorded after December of 1957, so it was probably returned shortly thereafter and not replaced.

N'EST PAS ADMISE A LA POSTE L'ENVELOPPE DE MOINS DE 4 x 2 3/4 PO

SLOGAN 6055

This French only version of slogan 3025 was issued with two PB dies in March of 1956, concurrent with the issue of 3025. One die was issued to QUEBEC and the other to MONTREAL, which also used one of the English dies. The dies are similar to 3025, having four flush-left lines in an overall slogan without grid.



French die of slogan 6055

MONTREAL - Recorded use shows damage from April of 1957 and is not recorded thereafter, being probably withdrawn and not replaced by mid-1957.

QUEBEC - The original die is recorded in undamaged condition to September of 1959, but presumably was withdrawn without replacement prior to 1960.

Slogans 5542, 5542-A, 5542-B, 10280 and 7104

The Post Office's concern that Christmas mail be posted in good time was first demonstrated in the earliest postal directive usages, when slogan 5560 - MAIL YOUR CHRISTMAS PARCELS EARLY was issued in 1922, and had use eventually extending to 1967. Also, the Santa Clause slogan 5537 - MAIL EARLY BE SURE YOUR CHRISTMAS GIFTS ARRIVE IN TIME followed shortly in 1925, with eventual use to 1956. However, both slogans referenced Christmas parcels, rather than Christmas mail as a whole, and this omission apparently prompted the P.O. to issue slogan 5542 in 1948, with eventual use to 1969 in several formats, plus bilingual versions in the province of Quebec, followed by a bilingual version in non-Quebec offices thereafter.

From 1955 on, after which six of the seven formats in which this slogan appeared were issued, multiple dies were manufactured from a master die, and are therefore non-separable. One would assume that a master die could create as many copies as desired, and that it would continue to be available for at least several years, during which additional or replacement dies, non-separable from the originals, could be ordered as needed. Yet if this were the case, why would there have been so very many clearly differing formats of the same wording during the 1955-69 period, some with three line wording, some with two line and with slogan boxes ranging from narrow to very wide.

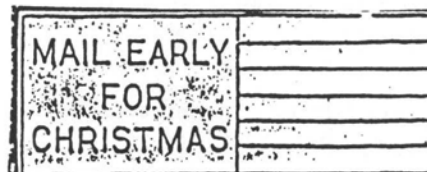
The usage of these slogans is very massive, both in their length of use and the number of using offices. The Proulx collection was strong during this period, so there is little doubt that a high percentage of the actual usage is represented in the following classification, but it is probable that it is to some degree incomplete, and it should also be noted that the Ottawa portion of the Proulx collection was sold separately, so much Ottawa usage is not available. However, it will give collectors a good picture of the slogan's scope and some concept of how far they are from completing its entirety.

#### Slogan 5542 usage

Proulx lists the usage as 1948-52, but this must be a typo, since his collection contained a vast amount of usage in 1953-69.

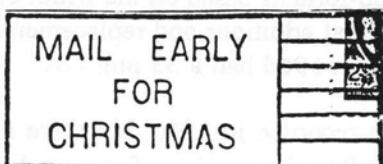
Format A usage - Three line wording in medium letters, 27 mm slogan box. This 1948 issue of nine dies to major offices, four Perfect and five Pitney Bowes, would normally indicate an intention to continue seasonal usage at these offices for some length of time, but oddly this did not take place as would be expected. While one of the nine dies was damaged during 1948 use, only one of the remaining eight was re-issued in 1949, but usage, frequently at smaller offices, then increased somewhat until after 1955, when the four Perfect dies became obsolete, and another PB die was damaged in 1954. Therefore, by 1956 there were only three PB dies still available. Recorded 1956-58 use is within that range, dropping to only two dies in 1959-65. There is no recorded use in 1966-68, but ESTEVAN had continuous use to 1965 and has also been seen in 1969, suggesting that it very probably used the single remaining die in 1966-69.

Since these dies were issued prior to the adoption of a master die for multiple die manufacturing, they can be separated, but the short simple wording makes such separation somewhat difficult, and since format A was the only format not produced from a master die, it does not seem worthwhile to identify the individual dies, so only one is illustrated below.

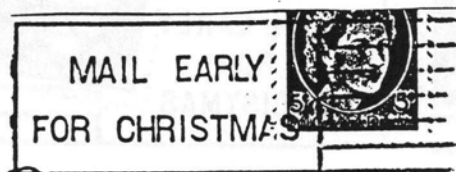


Format B usage - Three line wording in medium letters, 36 mm slogan box, double spacing between MAIL and EARLY. In 1955 the P.O. appears to have had a renewed interest in this slogan, and issued the same wording in a new format, with a much wider slogan box and a shorter grid, made from a master die and so non-separable, as were all multiple dies thereafter.

Format B usage continued - Seven of these PB dies are recorded in 1955, which coupled with the remaining format A dies permitted recorded use at twelve offices, including many of the original 1948 major office users. Usage gradually decreased in 1957-64, because dies became unserviceable. Only one office is recorded as using a format B die in 1965-68, probably all use being from the sole remaining die, since it shows progressive wear of the letter "Y" in these years and the damage was sufficient in 1968 to warrant withdrawing the die thereafter.



Format C usage - Two line wording in medium letters, 40 mm slogan box. In spite of the new format B dies issued in 1955, the withdrawal of the format A Perfect dies prompted 1956 issue of at least six PB dies in a new format, with the same wording in a two line format, rather than the three lines previously used. Usage of at least four or five of these is recorded in 1957-59, but thereafter use decreased to one or two dies used in 1960-64.



Format D usage - Two line wording in large letters, 44 mm slogan box. Somewhat surprisingly, a fourth format was introduced in 1957, suggesting that the P.O. was anxious to again increase the number of using offices, since there had been no substantial attrition of prior format dies in 1956. This format was again in two lines, similar to format C, but with heavier lettering, the result being quite unattractive. The period of usage is also somewhat similar to format C, although more extensive. Eight of these PB dies are recorded in 1957-58, with decreasing use to 1963.



Format E usage - Two line wording in small letters, 41 mm slogan box. In 1958 a new two line format with very small lettering is recorded at REGINA, and what appears as the same single die is recorded at KITCHENER in 1959. There is some damage to the letter "Y" in 1959, so it is probable that the die was not used thereafter. Issue of a distinctively new format with only a single die is unique for this slogan, and the reason for it is beyond conjecture, but it nevertheless exists.



The final 1959 use at KITCHENER, showing damage to the letter "Y"

Format F usage - Three line wording in small letters, slogan box varies from 31 to 37 to 34 mm for additional or replacement dies. There do not appear to have been any new dies issued in 1959, since there is recorded use in that year of at least 18 dies in various formats, and very possibly a few more unseen. However, by 1960 th was still not enough for the desired saturation usage, so a new format was issued, reverting originally to the standard sized slogan box with a wider grid. For the first time in the slogan's usage, replacements and additions to the format appear as different sub-formats based on the width of the slogan box.. The original 1960 dies (sub-format F-1) had a 31 mm box, the first additions and replacements appearing in 1963 (sub-format F-2) had a 37 mm box, and the second appearing in 1966 had a 33 mm box.

Only a few F-1 usages are recorded in 1960, but there may have been more, since ten are recorded in 1961 and fourteen in 1962. Thereafter, the number of usages decreased due to attrition, but unserviceable dies were replaced in 1963 by sub-format F-2, so total recorded 1963 use increased to eighteen, of which eight were in format F-2 and the other ten original dies. Recorded use of the format decreases slightly in 1964-65, but returns to eighteen in 1966, with the introduction of the second replacement sub-format F-3. The usage decreased sharply in 1967-68, then terminated because of the introduction of the bilingual version in 1969. However, total English use in 1967-68 was enhanced by the 1967 introduction of a new format G.



The three sub-formats of format F, in the order of their introduction.

Similar lettering, but differing in the width of the slogan box.

Format G usage - Three line wording in large letters, 38 mm slogan box. This was the last format introduced before the adoption of all bilingual usage. It is first recorded in 1967, probably ten non-separable dies, with use to 1969.



HAMILTON 1959 use of slogan 5542 is recorded in format B, as illustrated below, but a single distorted impression exists that is worth illustrating. Minor distortions often happen, based on machine speeds at a given time, but in this case a die with a slogan box normally measuring 37 mm appears as measuring 32 mm.



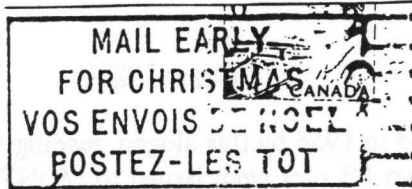
Slogan 5542-A

Beginning in 1969, it became P.O. policy to issue only bilingual slogans, both within and without the province of Quebec, so between 1969 and 1971 the use of English only slogans was phased out. Accordingly, there was no post 1969 use of slogan 5542 and a considerable number of new bilingual dies in a single format reading MAIL EARLY FOR CHRISTMAS VOS ENVOIS DE NOEL POSTEZ-LES TOT, replaced it. These were withdrawn after 1971 use, and replaced by a differently worded slogan 398, AVOID THE XMAS BLUSH VOTRE AFFAIRE EST DANS LE SAC SI VOUS POSTEZ TOT, which is not included in this classification.

Appendix A, which follows, lists the usage of slogans 5542 and 5542-A for the 33 offices using 5542, by format and by year, and also includes the offices that used 5542-A. It can be seen from this that many offices show a usage pattern of total continuity from the mid-1950's to 1969. The appendix may omit the use of these in one or two years, but this omission is the result of not seeing an impression, and therefore being unable to identify the format. It can be assumed that continuous use existed in these cases, minor omissions to the contrary.

Appendix B gives the same data by year, by office, by format. It can be seen from this just how massive the usage grew to be by the early 1960's and gives some indication of how many dies each format involved.

Proulx lists slogan 5542 as used in 34 offices, but only 33 have so far been recorded. He lists slogan 5542-A as used in 20 offices, but 26 have so far been recorded.

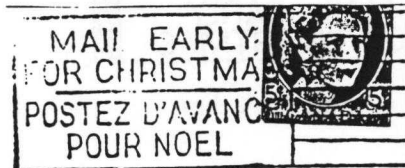
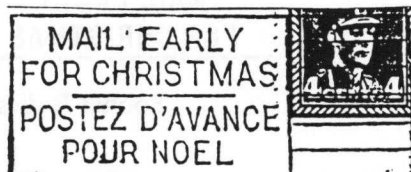


Slogan 5542-B

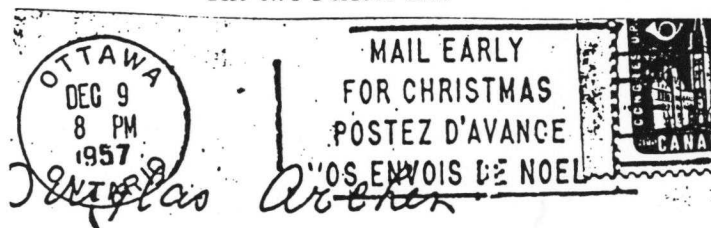
This slogan, reading MAIL EARLY FOR CHRISTMAS POSTEZ D'AVANCE POUR NOEL was issued in 1948 as the bilingual version of 5542. Proulx's listing omits the words "POSTEZ D'AVANCE" and indicates use at 15 offices in 1948-55 and 1957. Original use was of two Perfect dies issued to MONTREAL and QUEBEC in 1948, with no evidence of other use until 1954, when MONTREAL was re-issued both dies. In 1955 they were again re-issued to MONTREAL and QUEBEC, but were then obsolete due to the abandonment of Perfect machines.

One of the two Perfect dies was re-issued in 1964 to STE. THERESE DE BLAINVILLE, one of the very small Quebec offices that retained Perfect machines until 1964, well after they were withdrawn elsewhere in 1956.

Meanwhile, a single die PB version of the slogan was used at OTTAWA in 1957, but was too badly damaged to permit further re-issue. Accordingly, use was actually at four offices in 1948, 1954-55, 1957 and 1964.



The two Perfect dies

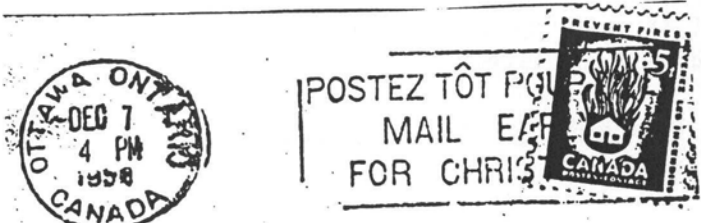


The one PB die

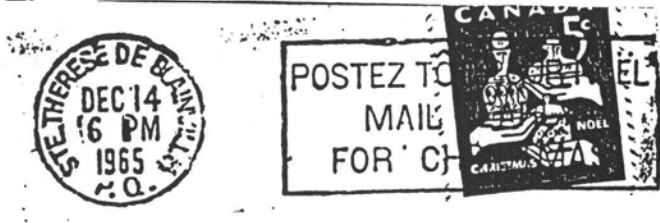
Slogan 7104

Although both dies of 5542-B were used in 1955, a related slogan was also issued in that year, reading POSTEZ TOT POUR NOEL MAIL EARLY FOR CHRISTMAS. There appear to have been two non-separable PB dies, one used at OTTAWA and the other at MONTREAL, the MONTREAL use being concurrent with that of slogan 5542-B. One die was re-issued to OTTAWA in 1956, but was badly damaged early in its use and could not have had further service. This still left one die available, and Proulx lists OTTAWA use in 1955-68, but his own material contains nothing beyond 1956, and OTTAWA used the new PB die of 5542-B in 1957.

Further, Proulx lists revived use of the single remaining PB die at STE. THERESE DE BLAINVILLE in 1955, which is quite impossible since that office still used a Perfect machine until 1964. However, his material includes an impression of the die used at STE. THERESE, but in 1965, so the listing appears as a typo.



The damaged OTTAWA use in 1956

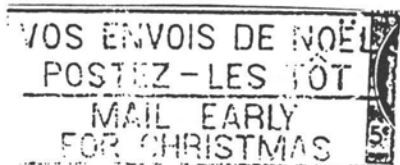


The revived STE. THERESE use in 1965

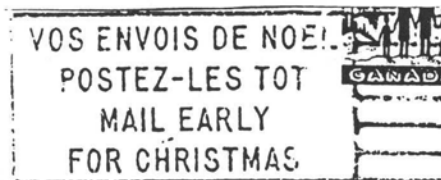
Slogan 10280

Slogan 5542-B was replaced in 1956 by this slogan, reading VOS ENVOIS DE NOEL POSTEZ-LES TOT MAIL EARLY FOR CHRISTMAS. Two PB dies were issued to MONTREAL and QUEBEC and a third die was added in 1957 for use at OTTAWA. These are designated as format A. Use of these dies continued at MONTREAL to 1961, but in that year MONTREAL also had concurrent use of a new die with the same wording, in a very different format B, but the format A die appears to have then become unserviceable and 1962-68 use is from format B only. QUEBEC continued to use format A until 1963, but in 1964-68 use was from a format B die. Since Proulx's OTTAWA material was sold separately, the seen OTTAWA usage is incomplete, but format A was used at least to 1959, while format B has been seen in 1965-6. All three offices have confirmed use of 5542-B in 1969.

Proulx lists use at TROIS RIVIERES in 1963-64, but his material only confirms 1964 use of a format B die. He also has an unconfirmed report of MONCTON 1964 use, which is possible.



Format A dies



Format B dies

Appendix C gives the usage of all MAIL EARLY FOR CHRISTMAS bilingual slogans in three different fashions.



## Slogan 5542 - MAIL EARLY FOR CHRISTMAS APPENDIX A

OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR
BRAMPTON	BL	1969	EDMONTON	A	1948	HALIFAX	A	1948	LONDON	B	1955	REGINA	A	1948
			EDMONTON	B	1955	HALIFAX	A	1950	LONDON	B	1956	REGINA	B	1955
BRANTFORD	D	1957	EDMONTON	B	1956	HALIFAX	A	1954	LONDON	D	1957	REGINA	B	1956
BRANTFORD	D	1958	EDMONTON	C	1957	HALIFAX	A	1955	LONDON	D	1958	REGINA	B	1957
BRANTFORD	A	1959	EDMONTON	D	1958	HALIFAX	C	1956	LONDON	C	1959	REGINA	C	1959
BRANTFORD	C	1960	EDMONTON	B	1959	HALIFAX	C	1957	LONDON	F-1	1960	REGINA	C	1960
BRANTFORD	A	1961	EDMONTON	B	1960	HALIFAX	B	1958	LONDON	F-1	1961	REGINA	F-1	1961
BRANTFORD	F-1	1962	EDMONTON	F-1	1961	HALIFAX	D	1959	LONDON	C	1962	REGINA	F-1	1962
BRANTFORD	F-2	1963	EDMONTON	F-1	1962	HALIFAX	D	1960	LONDON	B	1963	REGINA	F-1	1963
			EDMONTON	F-1	1963	HALIFAX	D	1961	LONDON	B	1964	REGINA	F-2	1964
BURLINGTON	BL	1969	EDMONTON	F-2	1964	HALIFAX	B	1962	LONDON	F-1	1965	REGINA	F-2	1965
			EDMONTON	F-1	1965	HALIFAX	F-2	1963	LONDON	G-1	1968	REGINA	F-3	1966
CALGARY	A	1954	EDMONTON	F-3	1966	HALIFAX	F-1	1964	LONDON	BL	1969	REGINA	F-3	1967
CALGARY	A	1955	EDMONTON	B	1967	HALIFAX	F-3	1966				REGINA	B	1968
CALGARY	C	1956	EDMONTON	F-3	1968				MONTREAL	BL	1969	REGINA	G	1969
CALGARY	C	1957	EDMONTON	BL	1969	HAMILTON	B	1955						
CALGARY	B	1958				HAMILTON	C	1956	NEW WEST.	F-1	1963	REXDALE	BL	1970
CALGARY	B	1959	ESTEVAN	A	1950	HAMILTON	D	1957	NEW WEST.	F-2	1964			
CALGARY	B	1960	ESTEVAN	A	1951	HAMILTON	A	1958	NEW WEST.	F-2	1965	ST. CATH.	F-1	1961
CALGARY	F-1	1961	ESTEVAN	A	1953	HAMILTON	B	1959	NEW WEST.	F-3	1966	ST. CATH.	B	1962
CALGARY	F-1	1962	ESTEVAN	A	1954	HAMILTON	F-1	1960	NEW WEST.	F-3	1967	ST. CATH.	F-1	1963
CALGARY	F-1	1963	ESTEVAN	A	1955	HAMILTON	C	1961	NEW WEST.	G	1968	ST. CATH.	F-2	1964
CALGARY	F-1	1964	ESTEVAN	A	1956	HAMILTON	D	1962	NEW WEST.	G	1969	ST. CATH.	F-2	1965
CALGARY	F-2	1965	ESTEVAN	A	1957	HAMILTON	C	1964				ST. CATH.	F-3	1966
CALGARY	F-2	1966	ESTEVAN	A	1958	HAMILTON	F-2	1965	NIAGARA	BL	1971	ST. CATH.	G-1	1968
CALGARY	F-1	1967	ESTEVAN	A	1959	HAMILTON	F-2	1966				ST. CATH.	BL	1969
CALGARY	G	1968	ESTEVAN	A	1960	HAMILTON	G	1967	OAKVILLE	BL	1970			
CALGARY	G	1969	ESTEVAN	A	1961	HAMILTON	G	1968				ST. JOHN	A	1948
			ESTEVAN	A	1964	HAMILTON	BL	1969	OSHAWA	C	1963	ST. JOHN	A	1954
CHAR'TOWN	A	1948	ESTEVAN	A	1965				OSHAWA	A	1965	ST. JOHN	A	1955
			ESTEVAN	A	1969	KAMLOOPS	BL	1971	OSHAWA	F-3	1966	ST. JOHN	B	1956
CHATHAM	C	1962							OSHAWA	G	1967	ST. JOHN	B	1957
			FT. WILLIAM	D	1957	KINGSTON	D	1957	OSHAWA	BL	1969	ST. JOHN	C	1958
COLEMAN	A	1950	FT. WILLIAM	B	1958	KINGSTON	D	1958	OSHAWA	BL	1971	ST. JOHN	B	1961
COLEMAN	A	1951	FT. WILLIAM	C	1959	KINGSTON	B	1959				ST. JOHN	B	1962
COLEMAN	A	1952	FT. WILLIAM	B	1960	KINGSTON	F-1	1960	OTTAWA	A	1948	ST. JOHN	F-2	1963
COLEMAN	B	1955	FT. WILLIAM	B	1961	KINGSTON	F-1	1961	OTTAWA	BL	1969	ST. JOHN	F-1	1964
COLEMAN	C	1957	FT. WILLIAM	F-1	1962	KINGSTON	A	1962				ST. JOHN	F-3	1966
COLEMAN	A	1960	FT. WILLIAM	F-2	1963	KINGSTON	F-2	1963	PT. ARTHUR	F-1	1962			
			FT. WILLIAM	C	1964	KINGSTON	F-2	1964	PT. ARTHUR	F-1	1963	ST. JOHN'S	D	1958
CORNER BROOK	C	1956	FT. WILLIAM	F-2	1965	KINGSTON	F-2	1966	PT. ARTHUR	F-2	1964	ST. JOHN'S	B	1961
						KINGSTON	F-3	1968	PT. ARTHUR	G	1968	ST. JOHN'S	D	1962
			GUELPH	F-1	1962	KINGSTON	BL	1971				ST. JOHN'S	F-2	1963
			GUELPH	F-2	1963				PORT CREDIT	BL	1970	ST. JOHN'S	B	1964
			GUELPH	F-1	1964	KITCHENER	D	1957				ST. JOHN'S	G	1968
			GUELPH	F-2	1965	KITCHENER	A	1958	QUEBEC	BL	1969	ST. JOHN'S	BL	1969
			GUELPH	F-3	1966	KITCHENER	C	1959						
			GUELPH	F-2	1968	KITCHENER	C	1960				SARNIA	F-1	1962
						KITCHENER	C	1961				SARNIA	B	1964
						KITCHENER	F-1	1962				SARNIA	F-2	1965
						KITCHENER	D	1963				SARNIA	F-2	1966
						KITCHENER	F-1	1964				SARNIA	G	1967
						KITCHENER	F-1	1966				SARNIA	G	1968
												SARNIA	BL	1969
												SARNIA	BL	1971

## Slogan 5542 - MAIL EARLY FOR CHRISTMAS APPENDIX A

OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR
SASKATOON	A	1954	TORONTO	A	1948	VANCOUVER	B	1955	VICTORIA	A	1949	WINDSOR	C	1951
SASKATOON	C	1956	TORONTO	A	1954	VANCOUVER	B	1956	VICTORIA	C	1958	WINDSOR	B	1957
SASKATOON	D	1959	TORONTO	A	1955	VANCOUVER	C	1957	VICTORIA	D	1959	WINDSOR	B	1958
SASKATOON	C	1960	TORONTO	A	1956	VANCOUVER	C	1958	VICTORIA	B	1960	WINDSOR	B	1959
SASKATOON	F-1	1962	TORONTO	B	1956	VANCOUVER	C	1959	VICTORIA	F-1	1961	WINDSOR	B	1960
SASKATOON	F-1	1963	TORONTO	A	1957	VANCOUVER	D	1960	VICTORIA	F-1	1963	WINDSOR	F-1	1962
SASKATOON	F-2	1964	TORONTO	D	1957	VANCOUVER	F-1	1961	VICTORIA	F-2	1964	WINDSOR	F-1	1964
SASKATOON	F-2	1965	TORONTO	B	1958	VANCOUVER	F-1	1962	VICTORIA	B	1965	WINDSOR	F-2	1965
SASKATOON	B	1966	TORONTO	D	1959	VANCOUVER	C	1963	VICTORIA	F-3	1966	WINDSOR	F-3	1966
SASKATOON	F-3	1967	TORONTO	F-1	1960	VANCOUVER	F-2	1964	VICTORIA	F-3	1967	WINDSOR	G	1967
SASKATOON	G	1968	TORONTO	F-1	1961	VANCOUVER	F-2	1965	VICTORIA	G	1968	WINDSOR	BL	1971
SASKATOON	G	1969	TORONTO	F-1	1962	VANCOUVER	F-3	1966						
			TORONTO	F-1	1963	VANCOUVER	F-2	1967	WATERLOO	BL	1970	WINNIPEG	A	1948
SAULT	A	1957	TORONTO	F-2	1964	VANCOUVER	G	1968				WINNIPEG	B	1955
SAULT	BL	1970	TORONTO	F-2	1965	VANCOUVER	G	1969	WESTON	BL	1970	WINNIPEG	B	1957
			TORONTO	F-2	1966							WINNIPEG	C	1958
SCARBOROUGH	F-2	1963	TORONTO	G	1967							WINNIPEG	D	1959
SCARBOROUGH	BL	1970	TORONTO	F-2	1968							WINNIPEG	D	1961
			TORONTO	BL	1969							WINNIPEG	F-1	1962
SHERBROOKE	BL	1969										WINNIPEG	F-1	1963
												WINNIPEG	F-1	1964
SUDBURY	D	1957										WINNIPEG	F-3	1966
SUDBURY	D	1958										WINNIPEG	F-3	1967
SUDBURY	D	1959										WINNIPEG	F-3	1968
SUDBURY	F-1	1961										WINNIPEG	BL	1969

## Slogan 5542 - MAIL EARLY FOR CHRISTMAS APPENDIX B

OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR
CHAR'TOWN	A	1948	CALGARY	C	1956	BRANTFORD	D	1958	BRANTFORD	C	1960	BRANTFORD	F-1	1962
EDMONTON	A	1948	CORNER BROOK	C	1956	CALGARY	B	1958	CALGARY	B	1960	CALGARY	F-1	1962
HALIFAX	A	1948	EDMONTON	B	1956	EDMONTON	D	1958	COLEMAN	A	1960	CHATHAM	C	1962
OTTAWA	A	1948	ESTEVAN	A	1956	ESTEVAN	A	1958	EDMONTON	B	1960	EDMONTON	F-1	1962
REGINA	A	1948	HALIFAX	C	1956	FT. WILLIAM	B	1958	ESTEVAN	A	1960	FT. WILLIAM	F-1	1962
ST. JOHN	A	1948	HAMILTON	C	1956	HALIFAX	B	1958	FT. WILLIAM	B	1960	GUELPH	F-1	1962
TORONTO	A	1948	LONDON	B	1956	HAMILTON	A	1958	HALIFAX	D	1960	HALIFAX	B	1962
WINNIPEG	A	1948	REGINA	B	1956	KINGSTON	D	1958	HAMILTON	F-1	1960	HAMILTON	D	1962
			SASKATOON	C	1956	KITCHENER	A	1958	KINGSTON	F-1	1960	KINGSTON	A	1962
VICTORIA	A	1949	ST. JOHN	B	1956	LONDON	D	1958	KITCHENER	C	1960	KITCHENER	F-1	1962
			TORONTO	B	1956	ST. JOHN	C	1958	LONDON	F-1	1960	LONDON	C	1962
COLEMAN	A	1950	TORONTO	A	1956	ST. JOHN'S	D	1958	REGINA	C	1960	PT. ARTHUR	F-1	1962
ESTEVAN	A	1950	VANCOUVER	B	1956	SUDBURY	D	1958	SASKATOON	C	1960	REGINA	F-1	1962
HALIFAX	A	1950	WINDSOR	C	1956	TORONTO	B	1958	TORONTO	F-1	1960	SARNIA	F-1	1962
						VANCOUVER	C	1958	VANCOUVER	D	1960	SASKATOON	F-1	1962
COLEMAN	A	1951	BRANTFORD	D	1957	VICTORIA	C	1958	VICTORIA	B	1960	ST. CATH.	B	1962
ESTEVAN	A	1951	CALGARY	C	1957	WINDSOR	B	1958	WINDSOR	B	1960	ST. JOHN	B	1962
			COLEMAN	C	1957	WINNIPEG	C	1958				ST. JOHN'S	D	1962
COLEMAN	A	1952	EDMONTON	C	1957				BRANTFORD	A	1961	TORONTO	F-1	1962
			ESTEVAN	A	1957	BRANTFORD	A	1959	CALGARY	F-1	1961	VANCOUVER	F-1	1962
ESTEVAN	A	1953	FT. WILLIAM	D	1957	CALGARY	B	1959	EDMONTON	F-1	1961	WINDSOR	F-1	1962
			HALIFAX	C	1957	EDMONTON	B	1959	ESTEVAN	A	1961	WINNIPEG	F-1	1962
CALGARY	A	1954	HAMILTON	D	1957	ESTEVAN	A	1959	FT. WILLIAM	B	1961			
ESTEVAN	A	1954	KINGSTON	D	1957	FT. WILLIAM	C	1959	HALIFAX	D	1961	BRANTFORD	F-2	1963
HALIFAX	A	1954	KITCHENER	D	1957	HALIFAX	D	1959	HAMILTON	C	1961	CALGARY	F-1	1963
SASKATOON	A	1954	LONDON	D	1957	HAMILTON	B	1959	KINGSTON	F-1	1961	EDMONTON	F-1	1963
ST. JOHN	A	1954	REGINA	B	1957	KINGSTON	B	1959	KITCHENER	C	1961	FT. WILLIAM	F-2	1963
TORONTO	A	1954	SAULT	A	1957	KITCHENER	C	1959	LONDON	F-1	1961	GUELPH	F-2	1963
			ST. JOHN	B	1957	LONDON	C	1959	REGINA	F-1	1961	HALIFAX	F-2	1963
CALGARY	A	1955	SUDBURY	D	1957	REGINA	C	1959	ST. CATH.	F-1	1961	KINGSTON	F-2	1963
COLEMAN	B	1955	TORONTO	A	1957	SASKATOON	D	1959	ST. JOHN	B	1961	KITCHENER	D	1963
EDMONTON	B	1955	TORONTO	D	1957	SUDBURY	D	1959	ST. JOHN'S	B	1961	LONDON	B	1963
ESTEVAN	A	1955	VANCOUVER	C	1957	TORONTO	D	1959	SUDBURY	F-1	1961	NEW WEST.	F-1	1963
HALIFAX	A	1955	WINDSOR	B	1957	VANCOUVER	C	1959	TORONTO	F-1	1961	OSHAWA	C	1963
HAMILTON	B	1955	WINNIPEG	B	1957	VICTORIA	D	1959	VANCOUVER	F-1	1961	PT. ARTHUR	F-1	1963
LONDON	B	1955				WINDSOR	B	1959	VICTORIA	F-1	1961	REGINA	F-1	1963
REGINA	B	1955				WINNIPEG	D	1959	WINNIPEG	D	1961	SASKATOON	F-1	1963
ST. JOHN	A	1955										SCARBOROUGH	F-2	1963
TORONTO	A	1955										ST. CATH.	F-1	1963
VANCOUVER	B	1955										ST. JOHN	F-2	1963
WINNIPEG	B	1955										ST. JOHN'S	F-2	1963
												TORONTO	F-1	1963
												VANCOUVER	C	1963
												VICTORIA	F-1	1963
												WINNIPEG	F-1	1963

## Slogan 5542 - MAIL EARLY FOR CHRISTMAS APPENDIX B

OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR	OFFICE	FORMAT	YEAR
CALGARY	F-1	1964	CALGARY	F-2	1966	CALGARY	G	1968	BRAMPTON	BL	1969	OAKVILLE	BL	1970
EDMONTON	F-2	1964	EDMONTON	F-3	1966	EDMONTON	F-3	1968	BURLINGTON	BL	1969	PORT CREDIT	BL	1970
ESTEVAN	A	1964	GUELPH	F-3	1966	GUELPH	F-2	1968	CALGARY	G	1969	REXDALE	BL	1970
FT. WILLIAM	C	1964	HALIFAX	F-3	1966	HAMILTON	G	1968	EDMONTON	BL	1969	SAULT	BL	1970
GUELPH	F-1	1964	HAMILTON	F-2	1966	KINGSTON	F-3	1968	ESTEVAN	A	1969	SCARBOROUGH	BL	1970
HALIFAX	F-1	1964	KINGSTON	F-2	1966	LONDON	G-1	1968	HAMILTON	BL	1969	WATERLOO	BL	1970
HAMILTON	C	1964	KITCHENER	F-1	1966	NEW WEST.	G	1968	LONDON	BL	1969	WESTON	BL	1970
KINGSTON	F-2	1964	NEW WEST.	F-3	1966	PT. ARTHUR	G	1968	MONTREAL	BL	1969	KAMLOOPS	BL	1971
KITCHENER	F-1	1964	OSHAWA	F-3	1966	REGINA	B	1968	NEW WEST.	G	1969			
LONDON	B	1964	REGINA	F-3	1966	SARNIA	G	1968	OSHAWA	BL	1969	KINGSTON	BL	1971
NEW WEST.	F-2	1964	SARNIA	F-2	1966	SASKATOON	G	1968	OTTAWA	BL	1969	NIAGARA	BL	1971
PT. ARTHUR	F-2	1964	SASKATOON	B	1966	ST. CATH.	G-1	1968	QUEBEC	BL	1969	OSHAWA	BL	1971
REGINA	F-2	1964	ST. CATH.	F-3	1966	ST. JOHN'S	G	1968	REGINA	G	1969	SARNIA	BL	1971
SARNIA	B	1964	ST. JOHN	F-3	1966	TORONTO	F-2	1968	SARNIA	BL	1969	WINDSOR	BL	1971
SASKATOON	F-2	1964	TORONTO	F-2	1966	VANCOUVER	G	1968	SASKATOON	G	1969			
ST. CATH.	F-2	1964	VANCOUVER	F-3	1966	VICTORIA	G	1968	SHERBROOKE	BL	1969			
ST. JOHN	F-1	1964	VICTORIA	F-3	1966	WINNIPEG	F-3	1968	ST. CATH.	BL	1969			
ST. JOHN'S	B	1964	WINDSOR	F-3	1966				ST. JOHN'S	BL	1969			
TORONTO	F-2	1964	WINNIPEG	F-3	1966				TORONTO	BL	1969			
VANCOUVER	F-2	1964							VANCOUVER	G	1969			
VICTORIA	F-2	1964	CALGARY	F-1	1967				WINNIPEG	BL	1969			
WINDSOR	F-1	1964	EDMONTON	B	1967									
WINNIPEG	F-1	1964	HAMILTON	G	1967									
			NEW WEST.	F-3	1967									
CALGARY	F-2	1965	OSHAWA	G	1967									
EDMONTON	F-1	1965	REGINA	F-3	1967									
ESTEVAN	A	1965	SARNIA	G	1967									
FT. WILLIAM	F-2	1965	SASKATOON	F-3	1967									
GUELPH	F-2	1965	TORONTO	G	1967									
HAMILTON	F-2	1965	VANCOUVER	F-2	1967									
LONDON	F-1	1965	VICTORIA	F-3	1967									
NEW WEST.	F-2	1965	WINDSOR	G	1967									
OSHAWA	A	1965	WINNIPEG	F-3	1967									
REGINA	F-2	1965												
SARNIA	F-2	1965												
SASKATOON	F-2	1965												
ST. CATH.	F-2	1965												
TORONTO	F-2	1965												
VANCOUVER	F-2	1965												
VICTORIA	B	1965												
WINDSOR	F-2	1965												

Slogans 5542-A, 5542-B, 10280 and 7104 - Appendix C

The following is a listing of the use of all of the bilingual versions of MAIL EARLY FOR CHRISTMAS arranged by office, by year, by slogan - by office, by slogan, by year - by year, by office, by slogan

Usage by office, by year, by slogan

BRAMPTON	5542-A	1969	MONTREAL	10280	1963	OTTAWA	10280	1960	QUEBEC	5542-B	1948	REXDALE	5542-A	1970
BURLINGTON	5542-A	1969	MONTREAL	10280	1964	OTTAWA	10280	1961	QUEBEC	5542-B	1955	SARNIA	5542-A	1969
EDMONTON	5542-A	1969	MONTREAL	10280	1965	OTTAWA	10280	1962	QUEBEC	10280	1956	SARNIA	5542-A	1971
HAMILTON	5542-A	1969	MONTREAL	10280	1966	OTTAWA	10280	1963	QUEBEC	10280	1957	SAULT	5542-A	1970
KAMLOOPS	5542-A	1971	MONTREAL	10280	1967	OTTAWA	10280	1964	QUEBEC	10280	1958	SCARBORO	5542-A	1970
LONDON	5542-A	1969	MONTREAL	10280	1968	OTTAWA	10280	1965	QUEBEC	10280	1959	SHERBROOKE	5542-A	1969
MONTREAL	5542-B	1948	MONTREAL	5542-A	1969	OTTAWA	10280	1966	QUEBEC	10280	1960	STE. THER.	5542-B	1964
MONTREAL	5542-B	1954	NIAGARA	5542-A	1971	OTTAWA	10280	1967	QUEBEC	10280	1961	STE. THER.	7104	1965
MONTREAL	5542-B	1955	OAKVILLE	5542-A	1970	OTTAWA	10280	1968	QUEBEC	10280	1962	ST. CATH.	5542-A	1969
MONTREAL	7104	1955	OSHAWA	5542-A	1969	OTTAWA	5542-A	1969	QUEBEC	10280	1963	ST. JOHN'S	5542-A	1969
MONTREAL	10280	1956	OSHAWA	5542-A	1971	PT. CREDIT	5542-A	1970	QUEBEC	10280	1964	TORONTO	5542-A	1969
MONTREAL	10280	1957	OTTAWA	7104	1955				QUEBEC	10280	1965	TROIS RIV.	10280	1964
MONTREAL	10280	1958	OTTAWA	7104	1956				QUEBEC	10280	1966	WATERLOO	5542-A	1970
MONTREAL	10280	1959	OTTAWA	10280	1957				QUEBEC	10280	1967	WESTON	5542-A	1970
MONTREAL	10280	1960	OTTAWA	5542-B	1957				QUEBEC	10280	1968	WINDSOR	5542-A	1971
MONTREAL	10280	1961	OTTAWA	10280	1958				QUEBEC	5542-A	1969	WINNIPEG	5542-A	1969
MONTREAL	10280	1962	OTTAWA	10280	1959									

By office, by slogan, by year

MONTREAL	5542-B	1948	MONTREAL	10280	1963	QUEBEC	10280	1956	BRAMPTON	5542-A	1969	SCARBORO	5542-A	1970
MONTREAL	5542-B	1954	MONTREAL	10280	1964	QUEBEC	10280	1957	BURLINGTON	5542-A	1969	SHERBROOKE	5542-A	1969
MONTREAL	5542-B	1955	MONTREAL	10280	1965	QUEBEC	10280	1958	EDMONTON	5542-A	1969	ST. CATH.	5542-A	1969
OTTAWA	5542-B	1957	MONTREAL	10280	1966	QUEBEC	10280	1959	HAMILTON	5542-A	1969	ST. JOHN'S	5542-A	1969
QUEBEC	5542-B	1948	MONTREAL	10280	1967	QUEBEC	10280	1960	KAMLOOPS	5542-A	1971	TORONTO	5542-A	1969
QUEBEC	5542-B	1955	MONTREAL	10280	1968	QUEBEC	10280	1961	LONDON	5542-A	1969	WATERLOO	5542-A	1970
STE. THER.	5542-B	1964	OTTAWA	10280	1967	QUEBEC	10280	1962	MONTREAL	5542-A	1969	WESTON	5542-A	1970
			OTTAWA	10280	1963	QUEBEC	10280	1963	NIAGARA	5542-A	1971	WINDSOR	5542-A	1971
MONTREAL	7104	1955	OTTAWA	10280	1965	QUEBEC	10280	1964	OAKVILLE	5542-A	1970	WINNIPEG	5542-A	1969
OTTAWA	7104	1955	OTTAWA	10280	1964	TROIS RIV.	10280	1964	OSHAWA	5542-A	1969			
OTTAWA	7104	1956	OTTAWA	10280	1966	QUEBEC	10280	1965	OSHAWA	5542-A	1971			
STE. THER.	7104	1965	OTTAWA	10280	1962	QUEBEC	10280	1966	OTTAWA	5542-A	1969			
			OTTAWA	10280	1960	QUEBEC	10280	1967	PT. CREDIT	5542-A	1970			
MONTREAL	10280	1956	OTTAWA	10280	1961	QUEBEC	10280	1968	QUEBEC	5542-A	1969			
MONTREAL	10280	1957	OTTAWA	10280	1968				REXDALE	5542-A	1970			
MONTREAL	10280	1958	OTTAWA	10280	1959				SARNIA	5542-A	1969			
MONTREAL	10280	1959	OTTAWA	10280	1958				SARNIA	5542-A	1971			
MONTREAL	10280	1960	OTTAWA	10280	1957				SAULT	5542-A	1970			
MONTREAL	10280	1961												
MONTREAL	10280	1962												

## Slogans 5542-A, 5542-B, 10280 and 7104 - Appendix C

## Usage by year, by office, by slogan

MONTREAL	5542-B	1948	MONTREAL	10280	1958	MONTREAL	10280	1962	MONTREAL	10280	1966	BRAMPTON	5542-A	1969
QUEBEC	5542-B	1948	OTTAWA	10280	1958	OTTAWA	10280	1962	OTTAWA	10280	1966	BURLINGTON	5542-A	1969
			QUEBEC	10280	1958	QUEBEC	10280	1962	QUEBEC	10280	1966	EDMONTON	5542-A	1969
MONTREAL	5542-B	1954										HAMILTON	5542-A	1969
			MONTREAL	10280	1959	MONTREAL	10280	1963	MONTREAL	10280	1967	LONDON	5542-A	1969
MONTREAL	7104	1955	OTTAWA	10280	1959	OTTAWA	10280	1963	OTTAWA	10280	1967	MONTREAL	5542-A	1969
MONTREAL	5542-B	1955	QUEBEC	10280	1959	QUEBEC	10280	1963	QUEBEC	10280	1967	OSHAWA	5542-A	1969
OTTAWA	7104	1955										OTTAWA	5542-A	1969
QUEBEC	5542-B	1955	MONTREAL	10280	1960	MONTREAL	10280	1964	MONTREAL	10280	1968	QUEBEC	5542-A	1969
			OTTAWA	10280	1960	OTTAWA	10280	1964	OTTAWA	10280	1968	SARNIA	5542-A	1969
MONTREAL	10280	1956	QUEBEC	10280	1960	QUEBEC	10280	1964	QUEBEC	10280	1968	SHERBROOKE	5542-A	1969
OTTAWA	7104	1956										ST. CATH.	5542-A	1969
QUEBEC	10280	1956	MONTREAL	10280	1961	STE. THER.	5542-B	1964				ST. JOHN'S	5542-A	1969
			OTTAWA	10280	1961	TROIS RIV.	10280	1964				TORONTO	5542-A	1969
MONTREAL	10280	1957	QUEBEC	10280	1961	MONTREAL	10280	1965				WINNIPEG	5542-A	1969
OTTAWA	5542-B	1957				OTTAWA	10280	1965						
OTTAWA	10280	1957				QUEBEC	10280	1965				OAKVILLE	5542-A	1970
QUEBEC	10280	1957				STE. THER.	7104	1965				PT. CREDIT	5542-A	1970
												REXDALE	5542-A	1970
												SAULT	5542-A	1970
												SCARBORO	5542-A	1970
												WATERLOO	5542-A	1970
												WESTON	5542-A	1970
												KAMLOOPS	5542-A	1971
												NIAGARA	5542-A	1971
												OSHAWA	5542-A	1971
												SARNIA	5542-A	1971
												WINDSOR	5542-A	1971